

ABSTRACT

Indihome is a fixed broadband service product owned by PT. Telekomunikasi Indonesia, Tbk. In the new digital era today, competition in the world of technology business is increasingly competitive with progress increasingly sophisticated. Producer awareness of the rapid advances in technology can be a potential business opportunity for the company. One of them is promotion through Social Media. In addition, another benefit of promotion through Social Media is increasing the Company's Brand Awareness. With the existence of Social Media, it can be seen whether the influence of Indihome Consumer Purchasing Decisions. Social Media and Brand Awareness are the objects of this research to find out the factors that make consumers make Indihome Product Purchasing Decision.

Through this research, measurements of consumer ratings will be made on the variables of Social Media, Brand Awareness, and Purchasing Decisions. In addition, this study evaluates the effect of Social Media and Brand Awareness variables on Indihome Purchase Decisions in Bandung.

The method of data collection is done through the distribution of questionnaires through surveys and using Random sampling techniques for 100 respondents, the research method used is quantitative methods. The type of analysis used is descriptive with a causal approach. Data processing is done by using SPSS 25.

Based on the results of data processing, it can be seen that the consumer's assessment of the variables of Social Media, Brand Awareness, and Purchasing Decisions shows good values, meaning that they show good perceptions on these variables. While based on the evaluation of the influence of variables on Purchasing Decisions, the results obtained that the variable Social Media, and Brand Awareness proved to have a positive and significant influence on the Purchase Decision variable.

Based on the results of the study, then to improve the Purchasing Decision, Indihome should increase promotion through Social Media, besides that other benefits are increasing Indihome Brand Awareness, for example promoting new customers so as to increase Purchase Decisions on Indihome products and promotions for customers who have already using Indihome, in addition to attracting new customers also makes old customers remain loyal to Indihome products.

Keywords: Social Media; Brand Awareness; Purchasing Decision