

ABSTRACT

Simpati is one of the products that dominates the number of Telkomsel customers, but currently there are many complaints about the high internet package rates offered. When entering 2018, the Telkomsel network is also reported to often experience interference. Regarding the price of expensive regular internet packages, Telkomsel has an internet package card with a more affordable price option, namely Kartu Perdana Paket Internet Simpati. Currently the internet package card is a trend and attracts many people. Since government imposed a regulation to register each prime card, the number of Telkomsel customers has decreased in 2018. Whereas in fact the provider has also provided a solution to the problem. This study aims to examine whether Price Perception mediated by Perceived Quality affect on Purchase Decision of Kartu Perdana Paket Internet Simpati.

The method used in this research is a quantitative method with a type of descriptive research and causal. The type of data required for this research is the primary data and secondary data. The population in this study is Kartu Perdana Paket Internet Simpati Users in Bandung city. Sampling is done by non-probability sampling method with purposive sampling. The sample from this study was 400 respondents in the Bandung city who used Kartu Perdana Paket Internet Simpati. Data analysis techniques using descriptive analysis and Structural Equation Modeling – Partial Least Square (SEM-PLS).

The overall results of this study show that the price perception variables, perceived quality, and purchase decision on Kartu Perdana Paket Internet Simpati is in the good category. The results of the SEM-PLS analysis also showed that price perception has an influence on purchase decision mediated by perceived quality.

Keywords: Price Perception, Perceived Quality, Purcahse Decision.