

ABSTRACT

Nowadays technology is growing rapidly, it is marked by the emergence of a variety of new technologies that are sophisticated and able to meet the needs of the community for an information. This technology can easily be found in our daily lives, such as smartphones, tablets, laptops, and cable television. To support these technological devices to function properly, an internet network is needed. One of the cable television service provider companies that are equipped with internet services in Indonesia is PT. Telekomunikasi Indonesia or commonly referred to as PT. Telkom. Cable and internet television services provided by PT. Telkom named IndiHome. One way the company communicates its products is by carrying out promotional activities or promotional strategies that are intended to be able to influence consumers in making purchasing decisions.

This study aims to determine the effect of promotion strategies on IndiHome product purchasing decisions. The sampling technique used is using a nonprobability sampling technique for respondents who have used IndiHome, and for collecting data from questionnaire results using descriptive analysis and simple linear regression. The results of this study are that there is an influence of the Promotion Strategy on Purchasing Decisions, and the effect is 46.5%. While the remaining 0.535 or 53.5% is influenced by other variables not examined in this study.

Keywords: Telecommunications, Promotion Strategy, Purchasing Decisions