

ABSTRACT

This research aims to identify the influence of brand image and product quality on the purchasing decision of Smartfren eSIM products in the DKI Jakarta area. The research method employed is quantitative descriptive research utilizing nonprobability sampling techniques, involving the participation of 250 respondents as potential users of Smartfren eSIM. Data collection was conducted through the distribution of questionnaires, and the gathered data were analyzed using regression analysis techniques with the assistance of SPSS version 27 for Windows. The research findings indicate that brand image and product quality, when considered together, significantly impact the purchasing decision of Smartfren eSIM products in DKI Jakarta. This contributes valuable insights to the telecommunications industry, particularly for Smartfren, in comprehending the factors influencing consumer preferences for eSIM products. The practical implications of this research can aid companies in enhancing the brand image and product quality of their eSIM offerings, with the aim of strengthening consumer appeal and trust. This study provides a more profound understanding of consumer preferences in the eSIM market by integrating statistical analysis to reinforce the validity and reliability of the results.

Keywords: *eSIM Smartfren, brand image, product quality, purchasing decision, DKI Jakarta.*