

ABSTRACT

At this time the development of Internet-based communication technology has been highly developed following the advancement of the times, this makes telecommunications service providers to improve product quality aspects to overcome the competition and maintain customer purchasing decisions. Research aims to discuss how major effect of product quality influence on IndiHome purchase decisions, and useful to help the company PT. Telekomunikasi Indonesia, Tbk Witel Yogyakarta in making the right strategy decisions.

This research uses Product Quality as an independent variable and purchase decision as a variable. The data in this study were collected by distributing questionnaires to 100 IndiHome customers around the ODP SMN (Sleman), GOD (Godean), and KEN (Kentungan) clusters as research samples. This research is included in the type of quantitative descriptive research, with data analysis method used is simple linear regression.

The result of research indicate that Product Quality influence to IndiHome product purchase decision that is 20,9% and the rest 70,1% not explained in this research.

Keywords: Quality Product, Purchasing Decision