

ABSTRACT

Basically the consumer needs and desires are always changing even tend to increase over time, then the company than it needs to know what products are actually needed and desired by consumers. Growing needs of the consumer, one needs in the field of technology and communication in particular to internet network. One of the factors that influence on purchasing decisions is price offered by the company. This research aims to find out how big “The Influence of Pricing Strategy, on purchasing decision of IndiHome Product (case study PT. Telekomunikasi Indonesia branch STO Tegalega Bandung in 2017)”.

The population used in this research is the consumer who use service package by IndiHome in especially in the coverage area of PT. Telkom Indonesia STO Tegalega. The samples on this research as much as 100 respondents and techniques used is the technique of the dissemination of the questionnaire. Analysis of the method used is descriptive quantitative analysis that is analysi of simple liniear regression.

Based on the results of the analysis regression obtained $Y = 15.067 + 0.517 X$ which means the price affect purchasing decisions have an influence of the regression equations based on 0.517 and price have a percentage of 31.5% in influencing purchase decisions while the rest of 68.5% is affected by other factors.

Keywords: Price, Pricing, Purchasing Decisions.