

ABSTRACT

This research was conducted to determine the results of the influence of product quality on purchasing decisions for internet data at Pt Indosat Ooredoo in Bandung, in this study there is a phenomenon that there are Indosat Ooredoo consumers who are not satisfied with the quality of Indosat Ooredoo products which affect purchasing decisions for Indosat Ooredoo internet data. The purpose of this study was to determine the satisfaction of product quality from Indosat Ooredoo.

The sampling technique used in this study uses non-probability sampling technique with the sampling technique used is purposive sampling, namely taking samples by determining special characteristics that are in accordance with the research objectives so that they are expected to answer research problems. Based on calculations, the sample obtained was 96.04 people, but the researchers rounded up and to make the calculations easier, the researchers take a sample of 100 people

Based on the results of the descriptive analysis that has been done, it can be seen that the assessment of respondents who are users of PT Ooredoo products in the city of Bandung, West Java, the quality of products from PT Ooredoo is in the high category, so it can be stated that PT. Ooredoo in the city of Bandung has quality products, while based on the results of purchasing decisions are in high criteria, so it can be stated that consumer purchasing decisions by buying internet data packages from PT. Ooredoo Bandung city is right.

Based on the results of research on "The Influence of Product Quality on Internet Data Purchase Decisions at Pt Indosat Ooredoo in Bandung City", it is concluded that there is a significant influence between product quality and internet data purchase decisions at PT Indosat Ooredoo in Bandung City.

Keywords: *Service Quality, Consumer Satisfaction, Marketing*