

ABSTRACT

The level of public need for information and communication has resulted in many internet service providers trying to take advantage of existing business opportunities by competing to offer their products. Therefore companies must make efforts to attract consumers to be willing to buy their products, one of which is by establishing word of mouth. Information by word of mouth about a product or service will affect the minds of others. This can be an informal means of advertising and is very profitable in terms of branding because it will not cost you anything.

This study aims to determine how much influence word of mouth has on Indihome purchasing decisions at PT Telkom Kandatel Metro. This study uses a quantitative approach with causal descriptive method. The sample unit of this study amounted to 100 Indihome users in Metro City. The data analysis technique used in this research is simple linear regression analysis. Based on the research that has been done, it can be concluded that the respondents' responses in the word of mouth variable are included in the high category, and the purchasing decision variable is included in the very high category. Overall it can be concluded that word of mouth has an effect on Indihome purchasing decisions by 32.0% while the remaining 68% is influenced by other variables not examined.

Keywords: Word of mouth, Purchase Decision