

ABSTRACT

Nowadays the development of the internet can no longer be separated from everyday life. Everyone can access the internet through a cellular connection and also available wifi, so everyone needs an internet provider to be able to access the internet. Telecommunication services in Indonesia have experienced a fairly large development, we can see that there are many cellular operators competing in this service provider sector. The potential market and the high need for communication using the internet make telecommunication service activities have its own charm. Internet providers that provide various features and advantages have created a competitive telecommunications industry, including in Indonesia.

PT Telekomunikasi Selular is one of the internet service providers in Indonesia. Founded on May 26, 1995, Telkomsel has served more than 170 million users in Indonesia. To get customers or even get customers from other operators, various types of marketing programs have been carried out by internet service providers. Starting from promos, to adding innovative features. In addition, this time has encouraged many new operators to emerge in Indonesia to compete in the telecommunications industry. Over time, digital-based internet provider products have emerged, one of the brands of digital-based internet providers in Indonesia is by.U.

This study aims to determine the effect that price and brand awareness have on purchasing decisions by.U provider in Bandung, either partially or simultaneously.

This research was conducted with the object of research, namely by.U digital provider products in the city of Bandung by using price and brand awareness as independent variables and purchasing decisions as dependent variables. Data was collected through questionnaires distributed to 100 respondents using by.U and data analysis techniques using descriptive analysis techniques and multiple linear regression analysis using IBM SPSS Statistics 24

The results showed that price and brand awareness, simultaneously have an influence on purchasing decisions by.U provider in the city of Bandung. the results of the coefficient of determination test were obtained at 59.8%, the remaining 40.2% were other variables not examined in this study.

Suggestions that can be given to companies are to pay attention to the prices offered to consumers and increase brand awareness of their products so that consumers in the industry know more about them. As for the next researcher to use other variables not examined in this study.

Keywords: Price, Brand Awareness, Purchase Decision.

