

ABSTRACT

PT Telkom Indonesia (Persero) Tbk is a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. Witel Bandung applies a telemarketing strategy to offer Add On upspeed wifi IndiHome to prospect customers. This study aims to determine how influential Telemarketing is on IndiHome Add On (Upspeed) purchasing decisions in 2022. This study is a quantitative study with a descriptive method. The type of analysis used is simple linear regression and determined coefficients with the help of SPSS version 26 software. In this study the sampling technique used was non-probability sampling. The data collection tool used is distributing questionnaires to consumers of IndiHome Witel Bandung and quoting from various book sources. By using Slovin's formula, a sample of 100 respondents was determined. The results showed that the telemarketing strategy had an effect on purchasing decisions by 17,3% and the remaining 82,8% was influenced by other factors. Results of descriptive analysis variable (X) 79.7% variable (Y) 80%.

Keyword : telemarketing, IndiHome