

ABSTRACT

The progress of telecommunications in Indonesia means that aspects of telecommunications development also provide good and adequate benefits for the Indonesian people. The telecommunications industry in Indonesia is one of the fastest growing in Asia. With these significant development figures, it is not surprising that more and more companies operating in the telecommunications sector will continue to provide the best quality in order to compete in the Indonesian market.

This research aims to see feedback from customers using telecommunications services after the fixed mobile convergence transformation carried out by Telkom and Telkomsel. To deepen understanding of the factors that drive individual purchasing interest in Indihome Telkomsel One products after FMC, namely through product quality, sales promotion and price variables. This research data will go through the stages of quantitative data analysis to then be processed and see how much product quality, sales promotion and price variables can influence individual buying interest in Indihome Telkomsel One.

This research uses a quantitative approach with a survey of 320 respondents using a non-probability purposive sampling method who are individual users of Telkomsel telecommunications services in GraPARI, Palembang City. This data analysis applies Structural Equation Modeling (SEM) with the Partial Least Square (PLS) technique to test the model and hypothesis.

The research results show that product quality is in the high category, sales promotion is in the high category, and price is also in the high category. Furthermore, product quality, sales promotion and price have a significant influence on buying interest with a positive direction of 50.1%, which means that the better the quality of the product provided, the higher the buying interest, the better the sales promotion activities will increase buying interest, Likewise, the better the product price placement, the more customer buying interest in Indihome Telkomsel One will increase.

The results of this research suggest companies providing telecommunications services to improve the quality of Indihome Telkomsel One products as a whole, including using devices that have the best quality and providing sales promotions with interesting and enjoyable visualizations and content as well as providing affordable prices as a new innovation in increasing sales of Indihome Telkomsel products. One.

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