

ABSTRACT

Development of telecommunication technology in Indonesia is currently experiencing very rapid progress, one of which is Telkomsel is the first mobile operator to introduce LTE services - 4G in Indonesia. But at first quartal Telkomsel Bali Nusra unable to meet sales targets. In consumers' purchasing decisions are influenced therein marketing mix consisting of product, price, place, promotion, human resources, process, and physical evidence.

The aim of this study was to determine how the marketing mix consisting of product, price, place, promotion, human resources, process, and physical evidence on product Telkomsel LTE - 4G as well as the decision to buy the product Telkomsel LTE - 4G in Denpasar Bali simultaneously and partially as well as the most dominant variable influence on product purchasing decisions Telkomsel LTE - 4G in Denpasar Bali.

This study uses a quantitative method of this type of causal research. The results showed that the service marketing mix consisting of product, price, place, promotion, human resources, process, and physical evidence simultaneously significantly influence the purchasing decisions of products Telkomsel LTE - 4G in Denpasar Bali. Partially entire marketing mix variables significantly influence the purchasing decisions of products Telkomsel LTE - 4G in Denpasar Bali. While. Promotions variable is the variable most dominant influence on the decision to buy the product Telkomsel LTE - 4G in Denpasar Bali.

Keywords : Service Marketing Mix, Purchase Decision, 4G – LTE