

ABSTRACT

With the increasing expectations subscribes to the needs of telecommunications, internet and pay TV requires every service provider to always provide the best products and services to meet the customer expectations. Telkom has made a huge investment to roll out Indihome services so that the service is very good compared to its competitors in terms of both speed and stability internet access, the TV picture quality and feature complete. Indihome sales of Witel Bandung in 2015 up to the position of September amounted to 32.28 % .

Marketing Mix 7P is one of the strategy in the field of marketing that aims to increase the number of sales of product. This study used two independent variables, namely the promotion and product quality to analyze and determine the magnitude of the effect either partial effect or collectively from the aspect of promotion and product quality on Indihome purchasing decisions in Witel Bandung.

This study used a survey method using questionnaires Explanatory as the main data collection tool, to then be used to explain the causal between two variables through hypothesis testing. This research is descriptive and verification conducted through field data collection, the research method used is the descriptive survey and the verification method to determining the level of relationship variables that differ in population and determine how large the contribution of independent variables on the dependent variable and the magnitude of the direction of the relationship. The sample size is 150 people. Data were analyzed using path analysis. The independent variables include promotion and product quality, while the dependent variable is the purchase decision.

Respondents is that the direct effect of Promotion to the Purchase Decision of Indihome in Witel Bandung amounted to 11.79%. The value declared is the influence of Promotion to the Indihome Purchase Decision in Witel Bandung without involving other variables. While the indirect effect due to their association with other variables is equal to 14.67%, so that the total effect of the Promotion to the Indihome Purchase Decision in Witel Bandung is 26.45% with a positive direction, which means the better the Promotion will be higher Purchase Decision. While respondents to the quality of the product is known that the direct effect given to the variable quality of the product purchase decision Witel Indihome in Bandung amounted to 24.22%. The value declared on the influence of product quality to the Indihome Purchase Decision in Witel Bandung without involving other variables. While the indirect effect due to their association with other variables is equal to 14.67%, so that the total effect of the Product Quality to the Indihome Purchase Decision in Witel Bandung is 38.88% with a positive

direction, which means the better the quality of the product will affect the purchase decision will be high.

From the results of the questionnaire it is suggested to the management of Witel Bandung to 1) organize a discount program for those areas that are still good potential in the availability of means of production and the level of local community economy; 2) The format of promotional events designed to tailored to the targeted potential customers; 3) Improve knowledge and skills of Customer Service in the field of product knowledge and communication skills; 4) improve the specifications of the device that are delivered to the customer, for example, set up box, remote control, installation of cable networks; 5) enlarge the capacity of data storage memory so that with increasing number of subscribers, the user memory data storage is not bothered by the limited capacity. As for academic purposes, with respect to this research uses only two independent variables, namely: promotion and product quality, it is advisable need to do further research involving moderating variable or using other variables such as price, place, people, process and physical Evidence.

Keywords: Marketing Mix, Promotion, Product Quality, Purchasing Decision.