

ABSTRACT

Technology has become an important role for human life in seeking information and for communicating. To support increasingly sophisticated technology, of course, an internet network is needed so that the technology can function properly. PT Telekomunikasi Indonesia is an information and communication company and a complete telecommunication network and service provider in Indonesia. Products of PT. Telkom, which is currently in great demand at the moment, is Indihome, which is a Triple Play service (3P). This study aims to determine whether there is an influence of Personal Selling and Advertising Features on Indihome Product Purchasing decisions.

This research was conducted with a quantitative method with a likert through the media questionnaire of the consumer population Indihome STO Turangga with 100 respondents.

The results of the study obtained based on the value of the coefficient of determination, the value of R square is R square of 0.511. This explained about 51.1 indihome PT Telkom Purchasing Decisions Turangga influenced by Personal Selling and Advertising Features. Whereas 48.9 is influenced by other factors other factors that are not within the limits of the author's research.

