

ABSTRACT

The growing number of Internet users in Indonesia annually resulted in increased digital trading transactions. This results in many companies requiring data center services to be able to securely store their data and be accessed quickly when needed in their business needs. One of the telecommunications companies that provide data center products is PT. Telkom with the trademark NeuCentrIX. PT. Telkom must implement appropriate marketing strategy to make their products become the main choice for consumers to increase sales. One of the marketing strategies that can be used is the positioning strategy. The research aims to determine the marketing strategy conducted by the NeuCentrIX data Center at PT. Telkom Bengawan Bandung in 2019 whether it is effective or not, and to know the role of the strategy Positioning against the purchase decision of NeuCentrIX data center. The main instrument of data collection in questionnaire research is measured using a likert scale. The number of respondents in this study was 100 respondents. The research methods used are quantitative descriptive methods, as well as by using data analysis techniques using simple linear regression analyses. The results showed that the Positioning strategy variable had a partial positive and significant effect on the purchase decision. The influence of independent variables on the dependent variable is to obtain a yield of 40.2% or the rest of 59.8% affected by variables or other factors not researched that may increase the decision Purchase.

Keywords: Positioning Strategies, Purchasing Decisions