

ABSTRACT

The modernization that is happening in Indonesia has created a high demand for a good and stable internet connection. In order to be able to provide an internet connection according to public demand, telecommunication companies are competing to produce superior products to attract consumers' buying interest. With the aim to measure the influence of the brand image of PT. Telekomunikasi Selular on buying interest of Telkomsel Orbit consumers in Pekanbaru City. The method used in this study is a quantitative method with descriptive analysis. Sampling was carried out using the non-probability sampling method with 100 respondents as Telkomsel Orbit consumers domiciled in Pekanbaru City. Data analysis techniques using descriptive analysis and simple linear regression analysis. The results of the study indicate that the brand image variable has a positive and significant effect on purchase intention of 62.6%. From t count, the value is 12.819 > t table (1.984). Partially it is known that brand image has a positive and significant influence on purchase intention.

Key Words: Brand Image, Purchase Intention, Telkomsel Orbit