

ABSTRACT

The rapid advancement of information technology has increased public demand for reliable and high-quality internet services. Responding to this demand, PT Telekomunikasi Seluler (Telkomsel) has implemented marketing strategies such as a free installation program and continuous improvements in network quality to attract customers to its IndiHome service. This study aims to examine the influence of the free installation program and network quality on consumers' purchasing decisions. The research applies a quantitative approach using a survey method involving 100 respondents in the West Java region. The results indicate that both the free installation program and network quality have a positive and significant influence on purchasing decisions. Furthermore, the analysis reveals that network quality has the most dominant effect in driving consumer decisions. These findings suggest that maintaining network performance and offering attractive promotions are essential strategies for Telkomsel to enhance customer interest and satisfaction with IndiHome services.

Keywords: Free installation program, network quality, purchasing decision, IndiHome, marketing strategy.