

ABSTRACT

This research aims to know the factors that affect consumer purchase decisions on IndiHome services in Jawa Tengah and DI Yogyakarta. To achieve this goal, there are some hypotheses: (1) Electronic word of mouth has an effect on the purchase decision. (2) Perception of price has an effect on the purchase decision. (3) Perception of product quality has an effect on the purchase decision. (4) Promotional activity has an effect on the purchase decision.

On this research, the sampling technique used was a non-probability-sampling. Based on the sampling technique, the minimum number of samples is 300 samples. So in the research there were 342 respondents. Data analysis methods used is Structural Equation Model (SEM).

Based on the results of the analysis, the conclusion of this research is: (1) Electronic word of mouth has a significant effect on the purchase decision. (2) Perception of price doesn't has a significant effect on the purchase decision. (3) Perception of product quality has a significant effect on the purchase decision. (4) Promotional activities has a significant effect on the purchase decision. The electronic word of mouth has the biggest impact on consumer purchase decisions on IndiHome services in Jawa Tengah and DI Yogyakarta.

Kata Kunci: purchase decisions, electronic word of mouth, perception of price, perception of product quality, promotional activities.

