

THE INFLUENCE OF PROMOTION MIX ON CONSUMER PURCHASE DECISION OF INDIHOME PRODUCT AT PT. TELKOM TONDANO REGION**PENGARUH BAURAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK INDIHOME DI PT. TELKOM DAERAH TONDANO**

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Abstract: One of Telkom's digital products that recorded positive growth is Indihome, a provider of fixed broadband services for the community. Promotion also have a positive impact on the company so that everyone who is interested with Indihome product. The promotional activity is usually used by the company is promotion mix. The use of this promotional mix is one of the strategies to build communication carried out by companies with the aim of increasing value and building relationships with consumers. Promotion mix consists of advertising, public relation, personal selling, sales promotion, and direct selling. The purpose of this study is to know the influence of promotional mix on consumer purchase decision of Indihome product at PT. Telkom Tondano Region. This research used multiple linear regression analysis with total sample 105 customer of Indihome product in Tondano. The result shows that advertising and public relation are not significantly influence the purchase decision. Meanwhile, personal selling, sales promotion, and direct selling are significantly influence consumer purchase decision. The company should keep maintaining their good direct marketing in every aspect (online marketing and telemarketing) to make a prospective customers are more interested in making purchases. It also suggested to keep and improving their sales promotion activity to gain more customer. Providing experts to introduce products and the motivation of the customers is very important. The customer don't care about the advertising that the company created so it's better for company to should not emphasize on it. The company also should improving how they conveying the message to the customer to gain understanding and recognition of the customer of Indihome.

Keywords: consumer purchase decision, promotional mix

Abstrak: Salah satu produk digital Telkom yang mencatatkan pertumbuhan positif adalah Indihome, penyedia layanan fixed broadband bagi masyarakat. Promosi juga berdampak positif bagi perusahaan sehingga setiap orang tertarik dengan produk Indihome. Kegiatan promosi yang biasanya digunakan oleh perusahaan adalah bauran promosi. Penggunaan bauran promosi ini merupakan salah satu strategi untuk membangun komunikasi yang dilakukan oleh perusahaan dengan tujuan untuk meningkatkan nilai dan membangun hubungan dengan konsumen. Bauran promosi terdiri dari periklanan, hubungan masyarakat, penjualan pribadi, promosi penjualan, dan penjualan langsung. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh bauran promosi terhadap keputusan pembelian konsumen produk Indihome pada PT. Telkom Wilayah Tondano. Penelitian ini menggunakan analisis regresi linier berganda dengan jumlah sampel 105 pelanggan produk Indihome di Tondano. Hasil penelitian menunjukkan bahwa periklanan dan hubungan masyarakat tidak berpengaruh signifikan terhadap keputusan pembelian. Sedangkan personal selling, sales promotion, dan direct selling berpengaruh signifikan terhadap keputusan pembelian konsumen. Perusahaan harus tetap menjaga pemasaran langsung yang baik di setiap aspek (pemasaran online dan telemarketing) agar calon pelanggan lebih tertarik untuk melakukan pembelian. Disarankan juga untuk mempertahankan dan meningkatkan kegiatan promosi penjualan mereka untuk mendapatkan lebih banyak pelanggan. Menyediakan tenaga ahli untuk memperkenalkan produk dan motivasi pelanggan sangat penting. Pelanggan tidak memperdulikan iklan yang dibuat oleh perusahaan sehingga sebaiknya perusahaan tidak menekankannya. Perusahaan juga harus meningkatkan cara mereka menyampaikan pesan kepada pelanggan untuk mendapatkan pemahaman dan pengakuan dari pelanggan Indihome.

Kata Kunci: keputusan pembelian konsumen, bauran promosi

INTRODUCTION

Research Background

PT Telkom Indonesia (Persero) Tbk (Telkom) is a State-Owned Enterprise or BUMN which is sector in information and communication technology (ICT) services and telecommunications networks in Indonesia. PT Telkom Indonesia (Persero) Tbk (Telkom) recorded a double-digit growth in net profit in performance throughout the first half of 2021. As of June 2021, the company's consolidated net profit reached Rp12.5 trillion or grew 13.3% YoY (Year of Year). The double-digit profit growth was achieved because Telkom succeeded in optimizing the performance of the company's various digital products and services. One of Telkom's digital products that recorded positive growth is Indihome, a provider of fixed broadband services for the community (Telkom, 2021). In the Consumer segment, IndiHome's revenue grew 21.9% YoY to Rp19.6 trillion. This was driven by the addition of 450.000 new customers so that the total IndiHome customers at the end of September 2021 reached 8.47 million or grew 9.2% YoY (BUMN, 2021).

Indihome's revenue growth cannot be separated from the marketing activities carried out by PT Telkom. Promotion also have a positive impact on the company so that everyone who is interested with Indihome product will see what promotions the company will offer to make their decision. Purchasing decisions are actions of consumers whether they want to buy product or not (Kotler, 2002). There are several factors that are taken into consideration in determining purchasing decisions, promotion is one of them. Promotion is an activity which is done by the company to complete the marketing strategy by providing information to the consumers about the uses and characteristics of products offered. Like other company, they also have a promotional mix strategies to attract a potential customer and retain the customer. In conditions like today, promotion is a driving force to continue to increase sales so that company goals can be achieved. The promotional activity is usually used by the company is promotion mix. Therefore, PT. Telkom Indonesia in Tondano must strive to implement the right way of promotion so it will influence the costumer's decision to buy the product offered by the company.

Research Objective

The research objectives used are as follows:

1. To identify the influence of advertising, public relation, personal selling, sales promotion, and direct selling on consumer purchase decision of Indihome product, simultaneously.
2. To identify the influence of advertising on consumer purchase decision of Indihome product, partially.
3. To identify the influence of public relation on consumer purchase decision of Indihome product, partially.
4. To identify the influence of personal selling on consumer purchase decision of Indihome product, partially.
5. To identify the influence of sales promotion on consumer purchase decision of Indihome product, partially.
6. To identify the influence of direct selling on consumer purchase decision of Indihome product, partially.

THEORETICAL FRAMEWORK

Marketing

According to the American Marketing Association (AMA), Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. (Kotler and Armstrong, 2012). Kotler and Keller (2005) also defines marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential.

Consumer Purchase Decision

The purchase decision process is the solution of problems in order to meet the desires or needs of consumers. In choosing a product, customers will have to consider several factors such as price, product quality, brand, and so on. With a brand, it will be easier for the public to remember a product that will differentiate it from other similar products. Brands in shifting need to be perceived as high-quality products so that consumers can understand a product only through function, image, and quality. In general, consumers face difficulties in assessing and understanding the quality of a product rationally and in the true sense (Mani, 2018).

Integrated Marketing Communication

Kotler (2002), marketing communications in an effort to convey the message to the public, especially the target consumers, regarding the existence of a product in the market. The concept is often used to convey the message known as the promotional mix. Marketing communication mix or promotional mix is a concept in which there is a marketing communication techniques or other forms of business communication in marketing a product.

Promotional Mix

According to Kotler and Armstrong (2012), promotion mix -also called its marketing communication mix- consists of specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationship.

Conceptual Framework

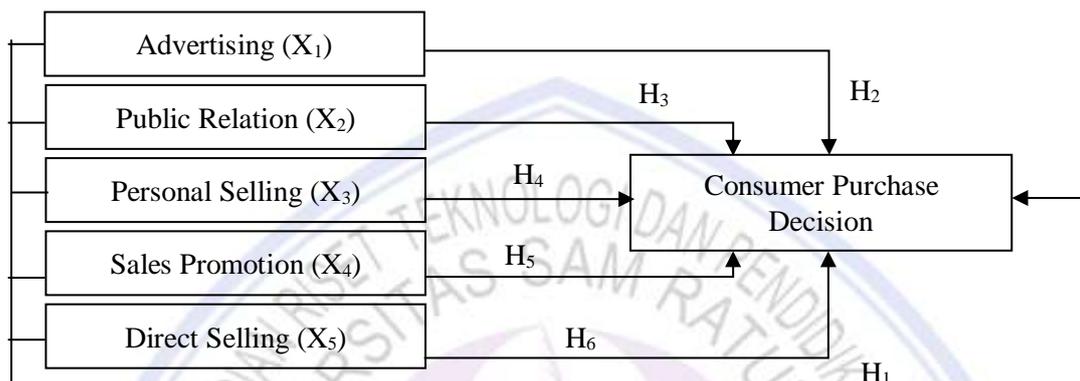


Figure 1. Conceptual Framework
 Source: *Theoretical Framework, 2022*

RESEARCH METHOD

Research Approach

This research type is causal which uses quantitative type of research. Sekaran and Bougie (2010) stated that the qualitative design uses inductive reasoning and sets for in depth-understanding of human behavior and the cause of that behavior. Quantitative research seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Malhotra, 2010). This research used multiple linear regression analysis method. The analysis tool on this research is SPSS Tool.

Population, Sample Size, and Sampling Technique

The population in this is 142 customer of Indihome Tondano Region, period of November – December 2021. This research used Slovin's formula with standard error 5% or 0.05. This formula used to determine the number of sample from population. Based on that calculation it concluded that the total sample of this research is 105 customer of Indihome product in Tondano. The sampling design is purposive sampling because the research did not choose the respondents randomly but the respondent should be the customer of Indihome product in Tondano.

Data Collection Method

This primary data generated by distributing the questionnaire with the relevant person in charge that become the point of interest for the research. In order to generate more accurate data. In this research the questionnaire distributed to customer of Indihome product in Tondano. Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet.

Operational Definition of Research Variable**Table 1. Operational Definition**

Variables	Operational Definition	Indicators
Advertising (X ₁)	The advertisement from Indihome which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers.	<ul style="list-style-type: none"> - Consumer Awareness - Consumer Perception
Public Relation (X ₂)	The activity of interaction and create public opinion as a favorable input for both parties (customer and Indihome).	<ul style="list-style-type: none"> - High Credibility - Clear Explanation
Personal Selling (X ₃)	Direct interaction from Indihome with prospective buyers or more to make a presentation, answer directly and accept orders.	<ul style="list-style-type: none"> - Sales Appearance - Sales Expertise
Sales Promotion (X ₄)	Indihome promotion that offers incentives in certain periods to encourage consumer desires.	<ul style="list-style-type: none"> - Variety of Discount - Term and Condition
Direct Selling (X ₅)	The use of letters, telephone, facsimile, e-mail, and other nonpersonal interfaces to communicate with or obtain an immediate response individual and potential customers.	<ul style="list-style-type: none"> - Online Marketing - Telemarketing
Consumer Purchase Decision (Y)	Process of purchasing decisions that determines what decisions will be purchased the Indihome product.	<ul style="list-style-type: none"> - Satisfaction - Recommendation

Data Analysis Method**Validity and Reliability Test**

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. The reliability of a measure is established by testing for both consistency and stability (Sekaran and Bougie, 2010). The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increase the consistency also increases.

Multiple Regression Analysis Model

Multiple linear regression is used to model the relationship between one numeric outcome or response or dependent variable (Y), and several (multiple) explanatory or independent or predictor or regression variables (X). The formula of multiple regression models in this research is shown below:

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

- Y : Consumer Purchase Decision
a : Intercept
 β_1 - β_2 : Regression Coefficient of Each Variable
X₁ : Advertising
X₂ : Public Relation
X₃ : Personal Selling
X₄ : Sales Promotion
X₅ : Direct Selling
e : Error

RESULT AND DISCUSSION**Result****Reliability Test**

The minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6 (Sekaran, 2003). The table above shows that Cronbach's Alpha > 0.6.

Table 2. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Advertising	0.6	0.746
2	Public Relation	0.6	0.684
3	Personal Selling	0.6	0.766
4	Sales Promotion	0.6	0.709
5	Direct Selling	0.6	0.693
6	Consumer Purchase Decision	0.6	0.661

Source: Data Processed, 2022

Table 2 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables (advertising, public relation, personal selling, sales promotion, direct selling, and consumer purchase decision) in this research is considered reliable and can be used to retrieve data.

Validity Test

This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.214) then the instrument is considered as valid (Sugiyono, 2006).

Table 3. Validity Test

Variable	Indicator	R _{count}	R _{table}	Status
Advertising (X ₁)	Consumer Awareness	0.891	0.161	Valid
	Consumer Perception	0.895	0.161	Valid
Public Relation (X ₂)	High Credibility	0.875	0.161	Valid
	Clear Explanation	0.868	0.161	Valid
Personal Selling (X ₃)	Sales Appearance	0.899	0.161	Valid
	Sales Expertise	0.902	0.161	Valid
Sales Promotion (X ₄)	Variety of Discount	0.887	0.161	Valid
	Term and Condition	0.874	0.161	Valid
Direct Selling (X ₅)	Online Marketing	0.877	0.161	Valid
	Telemarketing	0.872	0.161	Valid
Purchase Decision (Y)	Satisfaction	0.861	0.161	Valid
	Recommendation	0.868	0.161	Valid

Source: Data Processed, 2022

All the total values for each indicator for independent variables (advertising, public relation, personal selling, sales promotion, and direct selling) and dependent variables (consumer purchase decision) are above R_{table} (0.161). It means all the indicators are valid and can be used on this research.

Classical Assumption Test Multicollinearity Test

There are three classical assumption on this research is multicollinearity test, heteroscedasticity test and normality test.

Table 4. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Advertising	.702	1.425
Public Relation	.651	1.536
Personal Selling	.694	1.440
Sales Promotion	.684	1.462
Direct Selling	.800	1.250

Source: Data Processed, 2022

Table 4 shows that the tolerance and VIF values. The tolerance value of advertising, public relation, personal selling, sales promotion, and direct selling are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Heteroscedasticity

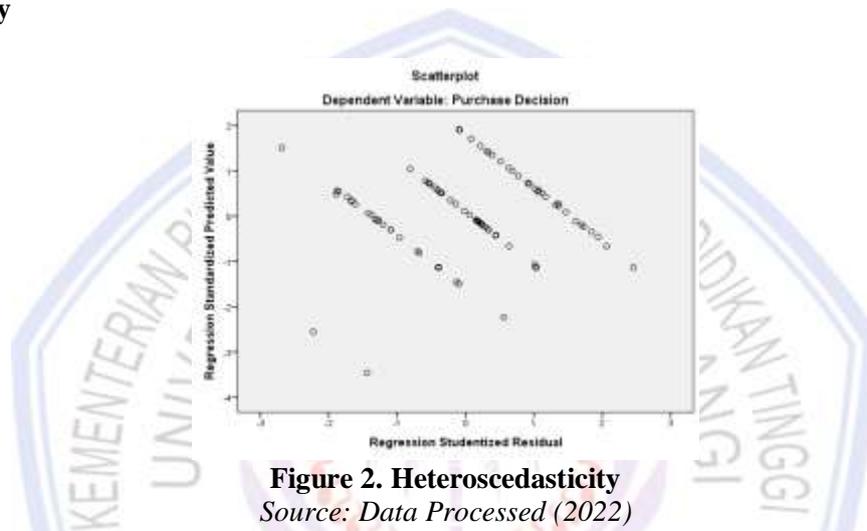


Figure 2. Heteroscedasticity
Source: Data Processed (2022)

Figure 2 shows that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.

Normality Test

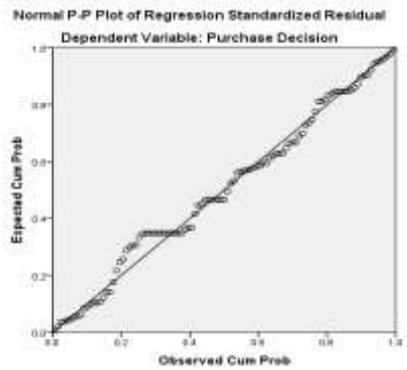


Figure 3. Normality Test
Source: Data Processed (2022)

Figure 3 shows that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Multiple Linear Regression Analysis**Table 5. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.571	.468		1.219	.226		
Advertising	.117	.084	.128	1.398	.165	.702	1.425
Public Relation	.094	.092	.097	1.016	.312	.651	1.536
Personal Selling	.205	.088	.215	2.335	.022	.694	1.440
Sales Promotion	.199	.093	.199	2.148	.034	.684	1.462
Direct Selling	.276	.087	.273	3.182	.002	.800	1.250

Source: Data Processed, 2022

The result in the Table 5 can be expressed in regression equation as:

$$Y = 0.571 + 0.117 X_1 + 0.094 X_2 + 0.205 X_3 + 0.199 X_4 + 0.276 X_5 + e$$

The interpretation of the equation is:

1. Constant value of 0.571 means that in a condition of ceteris paribus, if all independents variables equal to zero, then consumer purchase decision (Y) as dependent variable is 0.571.
2. Advertising coefficient value of 0.117 means that if there is one unit increase in advertising (X_1) then consumer purchase decision (Y) will improve and increase by 0.117.
3. Public relation coefficient value of 0.094 means that if there is one unit increase public relation (X_2) then consumer purchase decision (Y) will improve and increase by 0.094.
4. Personal selling coefficient value of 0.205 means that if there is one unit increase in personal selling (X_3) then consumer purchase decision (Y) will improve and increase by 0.205.
5. Sales promotion coefficient value of 0.199 means that if there is one unit increase in sales promotion (X_4) then consumer purchase decision (Y) will improve and increase by 0.199.
6. Direct selling coefficient value of 0.276 means that if there is one unit increase in sales promotion (X_5) then consumer purchase decision (Y) will improve and increase by 0.276.

Table 6. R and R²

Model Summary ^b		
Model	R	R Square
1	.646 ^a	.417

Source: Data Processed (2022)

Table 6 shows that the R² is 0.417 which mean the independent variable (advertising, public relation, personal selling, sales promotion, and direct selling) influencing the dependent variable (consumer purchase decision) with 41.7%.

Hypothesis Testing**Table 7. F-Test Output**

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.939	5	1.788	14.189	.000 ^b
	Residual	12.475	99	.126		
	Total	21.414	104			

Source: Data Processed, 2022

Table 7 shows that in this research the F_{count} is higher than F_{table} . $F_{\text{count}} = 14.189 \geq F_{\text{table}} = 2.462$, H_1 is accepted. Independent variables advertising, public relation, personal selling, sales promotion, and direct selling are simultaneously and significantly influence consumer purchase decision as the dependent variable.

Table 8. T-Test Output

Variable	t_{count}	t_{table}	Hypothesis	Description
Advertising (X_1)	1.398	1.983	H_2	Rejected
Public Relation (X_2)	1.016	1.983	H_3	Rejected
Personal Selling (X_3)	2.335	1.983	H_4	Accepted
Sales Promotion (X_4)	2.148	1.983	H_5	Accepted
Direct Selling (X_5)	3.182	1.983	H_6	Accepted

Source: Data Processed, 2022

- Table 8 shows that t_{count} is 1.398 and since the level of significant is 5% (0.05) then the t_{table} is 1.983, the result is $t_{\text{count}} = 1.398 < t_{\text{table}} = 1.983$. Since the t_{count} is lower than t_{table} then H_2 is rejected. It means that variable advertising is not significantly influence consumer purchase decision.
- Table 8 shows that t_{count} is 1.016 and since the level of significant is 5% (0.05) then the t_{table} is 1.983, the result is $t_{\text{count}} = 1.016 < t_{\text{table}} = 1.983$. Since the t_{count} is lower than t_{table} then H_3 is rejected. It means that variable public relation is not significantly influence consumer purchase decision.
- Table 8 shows that t_{count} is 2.335 and since the level of significant is 5% (0.05) then the t_{table} is 1.983, the result is $t_{\text{count}} = 2.335 > t_{\text{table}} = 1.983$. Since the t_{count} is higher than t_{table} then H_4 is accepted. It means that variable sales promotion is significantly influence consumer purchase decision.
- Table 8 shows that t_{count} is 2.148 and since the level of significant is 5% (0.05) then the t_{table} is 1.983, the result is $t_{\text{count}} = 2.148 > t_{\text{table}} = 1.983$. Since the t_{count} is higher than t_{table} then H_5 is accepted. It means that variable sales promotion is significantly influence consumer purchase decision.
- Table 8 shows that t_{count} is 3.182 and since the level of significant is 5% (0.05) then the t_{table} is 1.983, the result is $t_{\text{count}} = 3.182 > t_{\text{table}} = 1.983$. Since the t_{count} is higher than t_{table} then H_6 is accepted. It means that variable direct selling is significantly influence consumer purchase decision.

Discussion

Based on the result, it shows that advertising, public relation, personal selling, sales promotion, and direct selling are simultaneously influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region.

Advertising and Consumer Purchase Decision

The result shows that advertising has not significantly influence consumer purchase decision of Indihome product in Tondano Region. Even if not significantly influence consumer purchase decision, advertising has a positive influence. The elements of advertising on this research is brand awareness and consumer perception. Most of the customer think that the advertising of Indihome is not effective enough. Most of the customer think that when they were asked about the internet service provider, "Indihome" was not the first service provider that came to their mind. The most customers also think that the advertising of Indihome that displayed in the form of brochures, television advertisements, internet and other media are not too varied. Based on the result, the customer don't care about the advertising that the company created so it's better for company to should not emphasize on it. This research supported the previous research by Martha, Evanita, and Patricia (2019).

Public Relation and Consumer Purchase Decision

The result shows that public relation is not significantly influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region. Even if not significantly influence consumer purchase decision, public relation has a positive influence. The elements of public relation on this research is high credibility and clear explanation. Most of the customer slightly agree and some were not agree that Indihome has a good corporate image. They also think that in conveying the message in the advertisement, Indihome is not too attractive and a little hard to understand. But some of the customer think that Indihome has a good corporate image and the message that they were try to conveying is attractive and easy to understand. Based on the result, Indihome should put more effort to maintain good relation with customer by increasing the corporate image because that's one of the customer reason to buy the product. The company also should improving how they conveying the message to the customer to gain understanding and recognition of the customer of Indihome. This research is different with the previous by Istanti (2021).

Personal Selling and Consumer Purchase Decision

The result shows that personal selling has a significant influence on consumer purchase decision on Indihome product at Telkom Tondano Region. The element of personal selling of this research is sales appearance and sales expertise. According to customer of Indihome Tondano Region, the salesperson of Indihome has a neat appearance and polite and friendly behavior. The salesperson also mastered the knowledge of Indihome products are offered so that it makes the customer easy to understand about the product. Based on the result, Indihome should keep giving the salesperson's training in presented and demonstrated about the Indihome product. As the customer like the appearance of the salesperson of Indihome, the company should keep their good appearance of the salesperson. This research supported a previous research by Kurnia and Rifani (2020) and Situmeang et al. (2020).

Sales Promotion and Consumer Purchase Decision

The result shows that sales promotion has a significant influence on consumer purchase decision of Indihome product at PT. Telkom Tondano Region. The elements of sales promotion on this research is variety of discount and term and condition. The reason for the customer to buy an indihome product is because of the discount and cashback that the company offered. The customer also think that the term and condition to purchase the Indihome product are easy to understand and not complicated. Based on the result, the company already have a good sales promotion and it suggested to keep and improving their sales promotion activity to gain more customer. Providing experts to introduce products and the motivation of the customers is very important. This research supported the previous research by Khan (2020) and Agbi et al. (2019).

Direct Selling and Consumer Purchase Decision

The result shows that direct selling has a significant influence and the most influenced variable on consumer purchase decision of Indihome product at PT. Telkom Tondano Region. The elements of direct selling on this research are online marketing and telemarketing. Indihome contacted the customer directly by phone or email so that the customer interested to purchase the products. The customer think that Indihome's online marketing activities (social media/website) in promoting their products are quite good. Based on the result, the company should keep maintaining their good direct marketing in every aspect (online marketing and telemarketing) to make a prospective customers are more interested in making purchases. This research supported the previous research by Martha et al (2018) and Nellyaningsih and Hidayat (2018).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. Promotional mix (advertising, public relation, personal selling, sales promotion, and direct selling) simultaneously influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region.
2. The result shows that advertising does not significantly influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region.
3. The result shows that public relation does not significantly influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region.
4. The result shows that personal selling does significantly influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region.
5. The result shows that sales promotion does significantly influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region.
6. The result shows that direct selling does significantly influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region.

Recommendation

There are three recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Based on the result, direct selling have the most influence on consumer purchase decision of Indihome product at PT. Telkom Tondano Region. The elements of direct selling on this research is online marketing and telemarketing. Indihome contacted the customer directly by phone or email so that the customer interested to

- purchase the Indihome products. The customer think that Indihome's online marketing activities (social media/website) in promoting their products are quite good. Based on the result, the company should keep maintaining their good direct marketing in every aspect (online marketing and telemarketing) to make a prospective customers are more interested in making purchases.
2. Personal selling and sales promotion are the second and the third factor that influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region. Based on the result, Indihome should keep giving the salesperson's training in presented and demonstrated about the Indihome product. As the customer like the appearance of the salesperson of Indihome, the company should keep their good appearance of the salesperson. It also suggested to keep and improving their sales promotion activity to gain more customer. Providing experts to introduce products and the motivation of the customers is very important.
 3. Advertising and public relation are the fourth and fifth factor that influence consumer purchase decision of Indihome product at PT. Telkom Tondano Region. The two variable also does not significantly influence the consumer purchase decision. Based on the result, the customer don't care about the advertising that the company created so it's better for company to should not emphasize on it. The company also should improving how they conveying the message to the customer to gain understanding and recognition of the customer of Indihome.

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