

**PENGARUH BRAND FAMILIARITY, PERSONAL SELLING
DAN HARGA TERHADAP PURCHASE INTENTION PRODUK
INDIHOME PT. TELKOM INDONESIA WITEL BANDUNG
KANTOR CABANG UJUNG BERUNG**

ABSTRAK

Penelitian ini adalah bertujuan untuk mengetahui dan menganalisis Pengaruh *Brand Familiarity*, *Personal Selling* Dan Harga Terhadap *Purchase Intention* Produk Indihome Pt. Telkom Indonesia Witel Bandung Kantor Cabang Ujung Berung. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi yang digunakan dalam penelitian ini adalah konsumen area kantor cabang PT Telekomunikasi Ujung Berung yang berjumlah 383,775 responden dengan menggunakan Teknik *nonprobability* sampling, sampel random, sampel yang digunakan dalam penelitian ini sebanyak 100 responden.

Berdasarkan dari hasil penelitian bahwa gambaran *Brand Familiarity* termasuk kedalam kategori baik, gambaran *Personal Selling* Produk termasuk kedalam kategori baik, gambaran Harga Produk termasuk kedalam kategori cukup baik, dan gambaran *Purchase Intention* termasuk kedalam kategori baik. Berdasarkan hasil dari uji t diperoleh bahwa *Brand Familiarity* kurang pengaruh terhadap *Purchase Intention* Produk Indihome Pt. Telkom Indonesia Witel Bandung Kantor Cabang Ujung Berung, karena $t\text{-hitung } 1,023 < t\text{-tabel } 1,984$, *Personal Selling* berpengaruh terhadap *Purchase Intention* Produk Indihome Pt. Telkom Indonesia Witel Bandung Kantor Cabang Ujung Berung, karena $t\text{-hitung } 3,597 > t\text{-tabel } 1,984$, Harga berpengaruh terhadap *Purchase Intention* Produk Indihome Pt. Telkom Indonesia Witel Bandung Kantor Cabang Ujung Berung karena $t\text{-hitung } 3,105 > t\text{-tabel } 1,984$. Dan berdasarkan hasil uji F bahwa *Brand Familiarity*, *Personal Selling* dan Harga berpengaruh secara simultan terhadap *Purchase Intention* karena $F\text{-hitung } 15,413 > F\text{-tabel } 2,70$.

Kata kunci: *Brand Familiarity*, *Personal Selling*, Harga, *Purchase Intention*

**THE EFFECT OF BRAND FAMILIARITY, PERSONAL
SELLING AND PRICES ON PURCHASE INTENTION OF
INDIHOME PRODUCTS PT. TELKOM INDONESIA WITEL
BANDUNG BRANCH OFFICE UJUNG BERUNG**

ABSTRAK

This study aims to determine and analyze the influence of Brand Familiarity, Personal Selling and Price on Purchase Intention of Indihome Pt. Telkom Indonesia Witel Bandung Branch Office Ujung Berung. This study uses descriptive and verification methods with a quantitative approach. The population used in this study were consumers of the branch office area of PT Telekomunikasi Ujung Berung, amounting to 383.775 respondents using non-probability sampling technique, random samples, the samples used in this study were 100 respondents.

*Based on the results of the research that the description of Brand Familiarity is included in the good category, the description of Personal Selling Products is included in the good category, the description of Product Prices is included in the fairly good category, and the description of Purchase Intention is included in the good category. Based on the results of the *t* test, it was found that Brand Familiarity had less influence on Purchase Intention of Indihome Pt. Telkom Indonesia Witel Bandung Branch Office Ujung Berung, because $t\text{-count } 1.023 < t\text{-table } 1.984$, Personal Selling has an effect on Purchase Intention of Indihome Pt. Telkom Indonesia Witel Bandung Branch Office Ujung Berung, because $t\text{-count } 3,597 > t\text{-table } 1,984$, Price has an effect on Purchase Intention of Indihome Pt. Telkom Indonesia Witel Bandung Branch Office Ujung Berung because $t\text{-count } 3.105 > t\text{-table } 1.984$. And based on the results of the *F* test that Brand Familiarity, Personal Selling and Price have a simultaneous effect on Purchase Intention because $F\text{-count } 15,413 > F\text{-table } 2.70$.*

Keywords: Brand Familiarity, Personal Selling, Price, Purchase Intention