

## ABSTRACT

### ANALYSIS THE INFLUENCE OF BRAND IMAGE, PRICE AND QUALITY PRODUCT TOWARD THE DECISIONS TO SUBSCRIBE SPEEDY IN TELKOM LAMPUNG

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Nowaday, competition in broadband industry is increasingly competitive. All of internet network providers including PT. Telkom with its product Speedy, attempt to seize the existing market as well as trying to increase the number of its customer.

The purpose of this study was to determine the customer's assessment of the brand image, price and product quality of Speedy, as well as to determine the effect of brand image, price and quality of products in influence the decision to subscribe Speedy. The sampling technique used was purposive sampling with 100 respondents of Speedy subscribers. While the methods of analysis used are descriptive method, linear regression, F-test and t test.

The results showed that the average of customers in Lampung considered that the brand image, price and product quality of Speedy is good. In addition, this research also found that the variable of brand image, product quality and price simultaneously have a significant influence on the decision to subscribe Speedy. Partially, brand image and product quality have a positive and significant effects but the price variable has a negative and significant effect as well as the quality of the product is a variable that has the highest influence on the decision to subscribe Speedy.

*Keywords* : Brand Image, Price, Product Quality, Subscribing Decision, Speedy