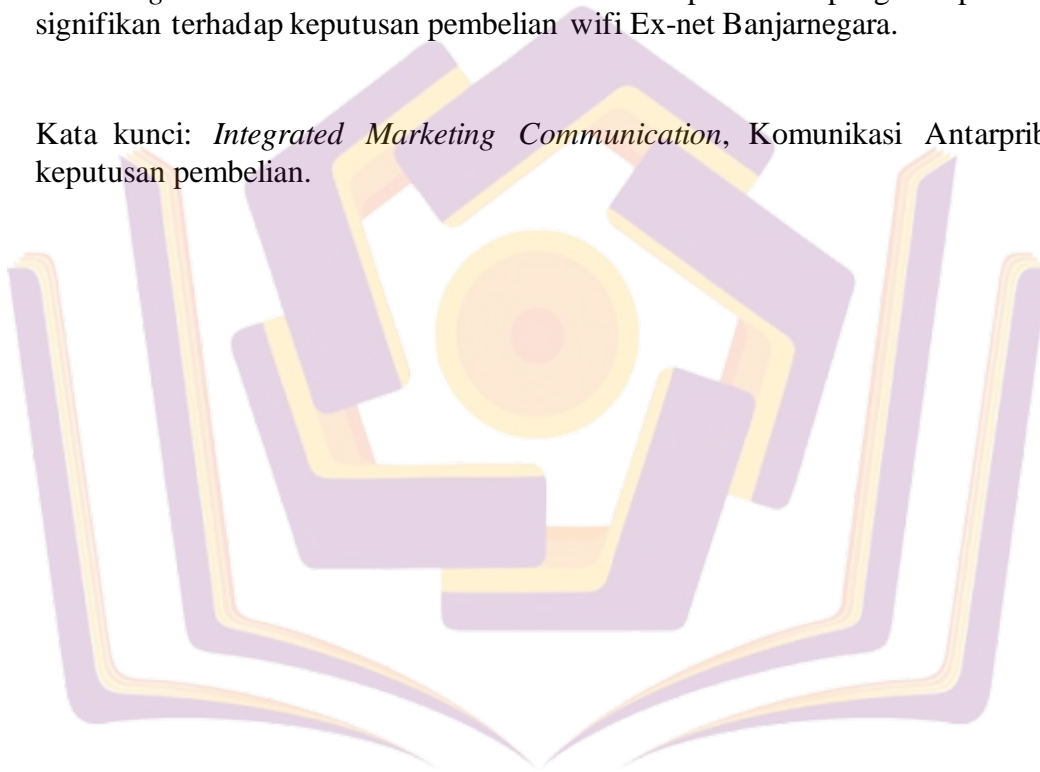


ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *Intergrated marketing communication* dan Komunikasi Antarpribadi terhadap keputusan pembelian wifi Exnet Fiber Banjarnegara. Sampel yang digunakan dalam penelitian ini adalah pelanggan wifi *Ex-net Fiber*. Data dikumpulkan melalui penyebaran kuesioner melalui google form. teknis analisis yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda dan uji hipotesis. Hasil pengujian menunjukkan bahwa *Integrated Marketing Communication* dan Komunikasi Antarpribadi berpengaruh positif dan signifikan terhadap keputusan pembelian wifi Ex-net Banjarnegara.

Kata kunci: *Integrated Marketing Communication*, Komunikasi Antarpribadi, keputusan pembelian.



ABSTRACT

This study is a quantitative research that aims to determine the influence of Integrated marketing communication and Interpersonal Communication on the purchase decision of Exnet Fiber Banjarnegara wifi. The sample used in this study is Ex-net Fiber wifi customers. Data was collected through the distribution of questionnaires through google forms. The analysis techniques used were validity test, reliability test, classical assumption test, multiple linear regression test and hypothesis test. The test results show that Integrated Marketing Communication and Interpersonal Communication have a positive and significant effect on the purchase decision of Ex-net Banjarnegara wifi.

Keywords: Integrated Marketing Communication, Interpersonal communication, purchase decision.

