***ABSTRACT***

*This study aims to determine the effect of Brand Image, Product Quality and Purchase Decision Process on MNC Play Media ISP in Bandung. MNC Play Media is a company that focuses on fiber-based network services. Utilizing the latest network (FFTH) Fiber To The Home. The method used is descriptive and verification. The object of research is the customer with a total sample of 55 respondents. Analysis of the data used is using multiple linear regression analysis, multiple correlation analysis and coefficient of determination.*

*Based on the analysis, the effect of Brand Image on Purchase Decision Process partially by 22.7%. While the quality of the product affects 33.7% of the purchase decision process. This indicates that the brand image and product quality has an influence on the purchase decision process MNC Play Media Internet Service Provider in Bandung.*

*Keywords: brand image, product quality, the purchase decision process.*