

ABSTRACT

The development of technology makes communication devices, especially mobile phones become the primary needs and lifestyle for humans. Its function now not only to communicate make named of phones (mobile phones) turned into a smartphone (smartphone). This makes the users of smartphones increased and sales of various brands of smartphones increases. The most popular and most widely used is Samsung, to dominate the gadget market need to know the factors that influence purchase intention.

This research was conducted at an electronics company named Samsung. The research looked at how much influence on the product features, brand name, product price, and social influence on purchase intention in Bandung on the year 2015.

This research is a descriptive and causal with quantitative research methods. The analysis technique used is structural equation modeling (SEM) with a kind of partial least square (PLS). This study used a sample of 250 people with nonprobability sampling method. Data collection was done by distributing questionnaires to followers of the official Twitter account and Facebook Samsung.

Results of this study showed that no effect of product feature, there is a positive and significant impact on the brand name, there is a positive and significant impact on the product price, and there is a positive and significant impact of social influence on purchase intention of smartphone Samsung in Bandung.

Based on the research results, the brand name variable has the most powerful influence on purchase intention of smartphone Samsung in Bandung and need to be maintained. Variable product feature has the weakest effect and it is important to note

Key Words: product feature, brand name, product price, social influence, purchase intention