

ABSTRACT

The development of 4G technology in Indonesia in 2015, developers of smartphone start to marketing their 4G smartphones. But, not all consumers migrate into 4G yet. As picture of smartphone market in Indonesia, the fact that indicators that affect purchase intention a lot is internal and external factor. Theres two variabel added in this research. There are perceived value and social influence. Therefore in this research we would like to see is perceived value has significant influence to purchase intention on smartphone 4G, and if there is a significant relation between social influence and purchase intention. The theory that used in this research were marketing management, consumer behaviour, perceived value, social influence, and purchase intention.

The method of collecting data through spreading questionnaire to the consumer of Bandung Electronic Center. There were 130 questionnaire has received. The data processed by software Amos 20. Based on the result, perceived value has positive and significant influence to purchase intention. With the biggest indicator's score was emotional value. social influence show there is significant influence to purchase intention. This things shows that nowadays situation, the consumers that has intention to buy 4G smartphone considering the value of product that they perceived than social influence in their environment. Based on that, as marketer, the company have to considering the emotional value and quality of the smartphone product that they offered as priority. And yet The company should found the new and innovative strategy to market smartphone 4G matched as the situation of Indonesian market.

Keywords : *Perceived Value, Social Influence, Purchase Intention, Smartphone, 4G*