

ABSTRACT

One needs people who are experiencing significant development in this era of globalization is technology and communications. The needs of an impact to the increasing demand for various types of technology and telecommunications tools, such as smartphones, one of which Xiaomi smartphone products. Many things can influence consumers to make purchases of products such as product attributes and price is a consideration in making purchasing decisions. However, no studies have examined the effects of both these variables on product purchasing decisions Xiaomi smartphone and that make the writer for take this research. The puprpose of this study is to know how the effect from product attribute and price to purchase decision of Xiaomi smartphone.

This research is descriptive causal. The population in this study is the Xiaomi smartphone users in the city of Bandung, Jakarta, and Depok. These samples included 100 people with purposive sampling technique. Data analysis technique used is descriptive analysis and multiple linear regression analysis were tested by testing the classical assumption of normality test, multicollinearity, heteroscedasticity test, autocorrelation test, t-test, F-test, as well as the coefficient of determination (R^2) and processing the data is done using the help of SPSS version 16.0.

Based on the results of multiple linear regression partially known product attributes such as product quality, features, style and design, guarantee/warranty, and complementary services has a significant influence on purchasing decisions Xiaomi smartphone products by 37%. In addition, the prices with variable subs such as affordability, suitability price with quality, price competitiveness, as well as the suitability of the price with benefits have a significant influence on purchasing decisions Xiaomi smartphone products 50.1%. Simultaneous test results showed that the product attributes and price has a significant influence on purchasing decisions Xiaomi smartphone by 42.2% and the rest is explained by other variables not examined in this study. It can be concluded that either partially or simultaneously of product attribute and the price has a significant impact on product purchasing decisions Xiaomi smartphone.

Keywords: *Product Attributes, Price, Purchase Decision, Xiaomi.*