

Abstract

The development of digitization is now reaching a point where there is no significant difference between the technologies of communication and information technology. One result of technological developments in the world is a smartphone or a smartphone. i-Phone 6 plus as the research object is iphone 6 plus exceeded expectations in product selling and Apple's decision to make large-sized of smartphone. this study to determine the factors most dominating consumer consideration in purchasing decisions iphone as their smartphone. Conducted a survey of 400 people of Indonesia. The collected data were then processed using factor analysis method. Based on the analysis and discussion of the data factors that dominate consumer purchasing decisions i-Phone 6 plus, it can be concluded that through factor analysis obtained two factors and the result of this research is that factors 1 where factors Completeness software features (Q8) Suitability the price of the physical endurance (Q5) Compliance rates with the convenience of the customer (Q6), physical Design (Q7), Ease of use software (Q9), and the Power tagline product (Q2) dominates consumers in making purchasing decisions i-Phone 6 Plus. This thesis aims to find out what factors most dominating consumer in determining purchasing decisions i-Phone 6 plus.

Keywords: media information, communication, smartphones, factor analysis