

ABSTRACT

The growth of smartphone users in Indonesia continues to increase. there will be two billion active smartphone users around the world in 2016, and Indonesia has the greatest growth country, below China and India. As the market leader still held by Samsung taped by Apple in the second position. But the market share of both these vendors is decreasing. Therefore, the researchers took the study of " INFLUENCES OF PRODUCT ATTRIBUTE AND PRICE ON PURCHASE DECISION SMARTPHONE SAMSUNG MID-END CLASS IN BANDUNG "

Method in this research is quantitative and methods of data collection through an online questionnaire to people who used smartphone Samsung mid-end class. Obtained from questionnaires distributed 385 respondent data. Processing data using SPSS version 22 and multiple regression analysis techniques.

The results showed that the product attributes and price have influence on purchase decisions Samsung smartphone mid-end class in Bandung with proven by the results of the analysis of the F-test and t-test, and the results of the R-square indicates that the product attributes and price effect 19,4% of the purchase decisions of smartphone Samsung mid-end class in Bandung.