

## **ABSTRACT**

*Recently, the globalization development is rapid. One of them, is the communication tool as the connecting medium which is smartphone. Over the time, the function of smartphone now becomes the lifestyle of people. However, the price also becomes the consideration of people to purchase a product because price is relative and adjust the needs.*

*The purpose of this research is to analyze the impact of lifestyle and price on the decision of smartphone purchasing in Indonesia.*

*This research is quantitatively using descriptive type. The population of this research is 385 of Indonesian people who use smartphone. Data analysis technique that is used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach. Sample choosing uses convenience sampling technique. Data is collected by using questioner with interval scale. Analysis test requirement using validity and reliability testing.*

*The result of this research showed that based on PLS-SEM analysis resulted that lifestyle variable (X1) and price variable (X2) simultaneously give the positive and significant impact on the decision of purchasing as much as 51,8% and the rest as much as 48,2% is affected by another variables that are not discussed in this research.*

*Based on the result of this research, the things that should do to increase the decision of purchasing smartphone is developing marketing strategy based on the lifestyle and price that adjust on people's needs.*

*Keyword: Lifestyle, Price, Purchasing Decision, Smartphone, Technology*