

ABSTRACT

The development of today's technology and the era of globalization is currently growing very rapidly from technology and so on. Therefore, the communication has now become a primary need for every society ranging from social classes down to the top. It can be seen from many mobile communication devices offering a variety of features and a very attractive design. According to data owned by eMarketer, eMarketer projected that in 2016 to 2019 smartphone users in Indonesia will continue to grow up. Its growth rate was fantastic. The growth of this great smartphone users also resulted in the growth of Internet users in the country. That's because the average of user to access the internet in this country is using mobile devices.

This study uses a quantitative method with a students of the Faculty of Applied Sciences by the school year from 2015-2016. The sample used is a *Purposive Sampling* sample. The data collection methods using questionnaires and data analyzed using simple linear aggression.

The results showed that the product attributes have a significant influence with equations with regression equation $Y = 7.850 + 0,481X$. To test the *R square* shows the number 0.528, it can be explained that the effect of the Purchase Decision Product Attributes amounted to 52.8% and the remaining 47.2% is influenced by other factors not examined by the author.

Keywords : Product Attributes and Purchase Decision