

ABSTRACT

The population of Indonesia reaches 250 million and could become a big market industry Smartphone. One of the Smartphone manufacturers in Indonesia is Sony. Because the behavior of Sony Xperia Smartphone users in Indonesia cannot be predicted yet, therefore a research needs to be done to know and measure how big is the brand image and product price influences the decision of Customers to purchase the product.

This research is conducted on Sony Xperia Smartphone product using brand image and product price as Independent variabel which is described into several dimensions of variabels such as Attribute, Consumer Benefits, Brand Personality, Fair Price, Fixed Price, Reliable Price, and Relative Price. Then for the dependent variabel in this study is the purchase decision. This is a quantitative research which involves 385 respondents for sample. Data is collected by distributing questionnaires using five likert scale points. Statistical analysis techniques done in this research are descriptive analysis and linear regression analysis to test hypothesis by using SPSS for windows v.22 for data processing.

This study shows that partially Attribute, Consumer Benefits, Brand Personality, Fair price, Fix price, Reliable price, and Relative price dimensions have significant effect on purchasing decision. Simultaneously brand image and product price have significant effect to purchasing decision. Coefficient of determination test results obtained 76.5% towards purchasing decision on Sony Xperia Smartphone. While the remaining 23,5% is another factor which is not examined in this study.

Based on the research results, then Sony Xperia Smartphone should increase the Attribute, Consumer Benefits, Brand Personality, Fair Price, Fix price, Reliable price, and Relative price.

Keywords: Brand Image, Product Price, Purchase Decison, Sony Xperia Smartphone