

ABSTRACT

The increasing number of smartphone users certainly generates the growth rate of the communication industry in the world. The company is now required to be able to increase its competitiveness continuously. To continue to be a competitive one, companies must be able to understand and meet market needs. Every competing company actually has the same goal, is about how to create products that are acceptable by consumers. It could be seen from one of Chinese smartphone manufacturer, Oppo, which could be a consumer's selection.

However, currently Oppo is experiencing a decline in sales despite the initial sales, more than 100,000 units of Oppo smartphones were sold in Indonesia in the first 3 months since it was launched in September 2014. This shows that Oppo still has potential consumers for smartphone products in Indonesia. This smartphone purchase decision can be impacted by product attributes which include quality, features, design, warranty and service and price. This research was done to determine the impact of product attributes and prices on Oppo smartphone purchasing decision.

This research used quantitative method. The data collection was done with convenience sampling to Oppo users in Bandung. A total of 385 valid questionnaires were collected and processed by Multiple Regression Analysis. This data had been processed using SPSS 20.0.

The result of this research showed that product attributes and price have a significant impact on purchase decision simultaneously. Moreover, partially, product attributes has a positive and significant impact on purchase decision. And the other, price has a negative impact on purchase decision.

From this research, it expects to be a reference for the company as a consideration for in making a decision regarding the selection of marketing strategies. For the next researches, it expected to think over for adding the other variables and make its competitor as the research's object.

Keywords: *Attribute Products; Price; Purchase Decision; Oppo*