

ABSTRACT

Product Knowledge has an important role in research about the buying behavior of a product. Consumers need to know about the characteristics of a product, if consumers do not know the information about the characteristics of a product can make a wrong decision to buy. Especially in buying a Processor. Processor is one of the fastest examples of technological development. Especially Intel, which in 2017 has released 3 new generations starting from Skylake, Kabylake, and most recently is Coffelake which was released in the last quarter of 2017. The purpose of this research is to find out the effect of Intel's product knowledge processor. To determine the purchase decision of Intel processors, To determine the effect of product knowledge on Intel processor purchase decisions. The variables in this study are Product Knowledge (X) (Product Attributes, Product Benefits, Value of Product Satisfaction), and Purchasing Decisions (Y) (decisions about product types, decisions about product shape, decisions about brands, decisions about sellers, decisions about numbers products, decisions about the time of purchase, decisions about how to pay).

This study uses quantitative and descriptive research methods. The population of this research is consumers of Intel PC processors (personal computers) / Laptops. The sample used in this study were 100 respondents with questionnaire research instruments. This type of research is simple linear analysis.

The results of the study show that the influence of Product Knowledge has a significant influence on the Intel Processor Purchasing Decision of 0.371 or 37.1%. The relationship between them is strong with a positive direction. This indicates that Product Knowledge has an influence in the direction of the Intel Processor Purchasing Decision. In this case, the higher the Product Knowledge, the higher the Intel Processor Purchasing Decision.

Keyword : *Product Knowledge, Purchase Decision, Processor Intel*