

ABSTRACT

Year by year, the amount of passenger car in Indonesia are growth significantly. Datsun is one of the car supplier in Indonesia which had to be favorite one in Indonesian Citizen cause of their LCGC product that they have. "Cheap car production" got attached to Datsun cause of the successness of their LCGC Product. So Datsun had to make a strategy about that problem, so they announced all new Datsun Cross which is not a LCGC product anymore. But some of consumer said that Datsun Cross price`s are too high and a bit product un-correctly from what they inform to citizen with the fact of they sell to citizen. In that case Datsun Cross sale are decrease significantly month by month.

This research are searching for the influence of the price and attribute product of Datsun Cross purchase intention in 2018. This research is using a descriptive analyzing with quantitative methods, and using non-probability technique using an accidental sampling. The methods of this research is using a questioner and using multiple linier regression analyzing

From the analytical of linier regression on price, attribute product and purchase intention of this research it could be concluded that price and attribute product are influenced the purchase intention about 54,3% which is categorized as good. And the rest about 45,7% are influenced with the other variables like brand image and product quality which not included in this research

Keyword : Price, Product Attribute, Purchase Intention