

ABSTRACT

This study aims to find out how the product attributes on Xiaomi Smartphones, then how consumer purchasing decisions on Xiaomi Smartphones and calculate how much influence product attributes have on Xiaomi Smartphone's purchase decisions. The case study in this study is aimed at consumers of Xiaomi Smartphone products in the city of Bandung.

This research is descriptive and causal, with respondents as many as 100 people. Respondents came from consumers of Xiaomi Smartphone products in the city of Bandung. The method used in this study is a quantitative method. The sampling technique in this study was non probability sampling. The data analysis technique used in this study is simple linear regression analysis.

The results of this study indicate that product attributes have a positive effect on purchasing decisions of 53.4% while the remaining 46.6% is the influence or contribution of other factors not examined in this study.

Keywords: Product Attributes, Purchase Decision, Simple Linear Regression