

ABSTRACT

The study is titled Analysis of the Effect of Advertising and Product Attributes on Purchasing Decisions of Oppo Smartphone Products. The purpose of this study was to determine consumer responses regarding advertising and OPPO smartphone product attributes, find out how much influence advertising has on purchasing decisions, find out how much influence the purchase decision product attributes and to find out how much influence advertising and product attributes on OPPO smartphone purchasing decisions. The research method used is descriptive verification method with data collection techniques through questionnaires. The population of this study was OPPO users in Bandung as many as 8987 while the samples used in this study were 400 people.

The results showed that the overall OPPO smartphone product advertisement was considered good even though there were still statements that had less value so it needed to be improved again. Advertising influences the purchasing decision of OPPO smartphone products, product attributes affect the purchase decision of OPPO smartphones. Advertising and product attributes influence the purchase decision of OPPO smartphones.

Keywords: Advertising, product attributes, purchasing decisions