

### **Abstract**

The increase in new student enrollments from year to year in Indonesia, especially in the Telkom University Bandung City has increased every year, this is obtained based on data provided by the National Statistics Agency each year the registration of new students is increasing. Both private universities (PTS) and state universities (PTN), one of the triggers is the increasing number of high school / vocational high school graduates who want to enroll in college, and also the fact that 87% of students feel the wrong choice of majors due to several factors, from this be a great opportunity for CV. Edu Digital Expertindo to provide private tutoring services through its products, namely an Expert Course specifically for students to meet the academic needs of improving students who have learning difficulties. CV. Edu Digital Expertindo is a company engaged in services, namely private tutoring specifically for students. In this study using two variables including the independent variable Product Attributes, and the dependent variable, the Purchasing Decision. The purpose of this study was to determine the effect of Product Attributes on Consumer Purchasing Decisions. This type of research is quantitative and the method of research is descriptive, using the sampling method used is non-probability sampling with purposive sampling distributing questionnaires to 100 respondents. The results of this study get the value of product attributes that is 79.3% in the very high category, and the purchase decision value is 77.6% in the high category. The influence of product attributes on purchasing decisions has an effect of 42.7% and the remaining 57.3% is explained by other variables not explained in this study.

**Keywords: Product Attributes, Consumer Purchasing Decisions**