

## **ABSTRACT**

*In the current global era, communication technology is increasingly being used in all aspects of human life. The communication tool that is the main choice for the people and has a very rapid development that is smartphones, because it has high mobility characteristics and complete features, thus creating industry smartphone an increasingly competitive, including in Indonesia. One of the brands in industry smartphone in Indonesia is Realme.*

*This study aims to determine the effect of brand image and price has on purchasing decisions for smartphones Realme in Indonesia, either partially or simultaneously.*

*This research was conducted with the research object that is smartphone Realme using brand image and price as independent variables and purchasing decisions as the dependent variable. Data collection was carried out by distributing questionnaires with 400 respondents and data analysis techniques using descriptive analysis techniques and multiple linear regression analysis using IBM SPSS Statistics 25.*

*The results showed that brand image and price, both partially and simultaneously have an effect on purchasing decisions smartphone Realme in Indonesia. The coefficient of determination test results was obtained at 53.1%, while the remaining 46.9% is another variable that was not examined in this study.*

*Suggestions that can be given to company is to improve their brand image to become the best brand in their industry and pay more attention to the price offered to consumers. In addition, suggestion for further researchers to use other variables such as product quality.*

**Keywords:** *brand image, price, purchase decision*