ABSTRACT

The smartphone enlargement in Indonesia is growing too fast nowadays, accompanied by the changes in lifestyle and consumer behavior which are starting to switch from cellphones to smartphones. Nowadays, smartphones have many models and feature so, it is easier to suit the needs of users. Various smartphone brands compete to gain market share supported by qualified product quality and affordable prices. ASUS is one of many brands which continuously innovates with its products to be a part of consumer choices with the expectation of increasing sales and the top brand index by releasing various models and types of smartphones. However, contrary to the release of models and types, ASUS continuously experiences a decline in sales, even though its top brand index has increased.

Therefore, the purpose of this research is to analyze the factors that affect the purchasing decision of ASUS smartphones. The populations used in this research are users who are currently or have used the ASUS Zenfone Max Pro (M2) ZB631KL smartphone. The number of samples used is 110 respondents. The sampling technique used was purposive sampling. Data collection methods used are questionnaires and literature studies. This research uses Structural equation modeling (SEM) analysis technique using AMOS 23.0 analysis tool.

The results show that product quality has a positive and significant effect on buying interest and purchasing decisions, price has a positive and significant effect on buying interest and purchasing decisions, brand image has a positive and significant effect on buying interest and purchasing decisions, and buying interest has a positive and significant effect on buying decision.

Keywords: Product Quality, Price, Brand Image, Purchase Intention, Purchase Decision.

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