ABSTRACT

The development of communication technology is growing very rapidly. This makes the competition between smartphone companies even tighter. Smartphone companies must compete with each other in the race to offer the best smartphones to consumers. A company must have a strategy to analyze competitors. Because analyzing competition is important to understand the extent to which competitor businesses change and develop their business, which is expected to encourage companies to improve product quality and increase product creativity and innovation offered to consumers.

This study aims to analyze the effect of features, price perceptions, brand image on the decision to purchase a xiaomi smartphone with purchase intention as an intervening variable (a study on xiaomi smartphone users in Indonesia). The population used in this study are consumers who have purchased and used Xiaomi smartphones in the city of Semarang. The data collection method used was a questionnaire to 120 respondents. The data obtained was then processed and analyzed using the Structural Equation Modeling (SEM) analysis technique with the AMOS 24 analysis tool.

Based on the results of this study it was found that features had a positive and significant effect on purchase intention, price perceptions had a positive and significant effect on purchase intention, brand image had a positive and significant effect on purchase intention, and purchase intention had a positive and significant effect on purchasing decisions.

Keywords: Feature, price perception, Brand Image, buying interest, Purchase Decision