

ABSTRACT

Inggrid Nathalie, The Influence of Product Differentiation, Brand Image and Price on Smartphone samsung J series Purchase Decision, Case Study in West Jakarta area. (Supervised by Endang Ruswanti).

In making purchasing decision is influenced by several factors, the purpose of this study is to determine the effect of product differentiation (X_1), brand image (X_2) and price (X_3) to decision of purchase (Y) smarphone samsung J series.

This research was conducted in West Jakarta area where sampling using purposive sampling method with 210 respondents. Respondents of this study are consumers who buy and use smartphone Samsung J series in West Jakarta area. Technique data analysis used in this research is Instrument Test that is Test Validity and Test of Reliability, Test of Classic Assumption such as Normality Test, Multicollinearity Test and Heteroskedasticity Test, Hypothesis Testing is Multiple Linear Regression Test, F Test (Simultaneous Test), Test t (Test Partial), and Determination Coefficient Test (R^2).

The results showed that product differentiation, brand image and price together or partially (own) have an effect on purchasing decision, and the most dominant price influence to purchasing decision.

Keywords: Product Differentiation, Brand Image, Price and Purchase Decision