

## **ABSTRACT**

***Melfy Hidayah Buya, The Influence Of Brand Image To Intensity Purchase Xiaomi Smartphone in Esa Unggul University Area, West Jakarta. (Supervised by Muhammad Fariz)***

*This study aims to find out how much influence Brand Image Against Intensity Purchase smartphone Xiaomi with price variables as a moderation in the university area excel, West Jakarta. Data analysis technique using Regression Analysis Method. Samples taken as much as 70 respondents ie consumers who buy and use smartphone Xiaomi. Determination of sample with technique of Purposive Sampling.*

*Based on the results of the study can be concluded that Brand Image does not positively affect the Intensity Purchase Smartphone xiaomi in Esa Unggul University, West Jakarta.*

*The suggestion of this research is that in the indicators of brand image, performance, social needs, modern, innovative, familiar, awareness, knowledge, affordability price price suitability with product quality, price conformity with benefits, price competitiveness described company as desirable Cultivate intention to intensify the purchase of xiaomi smartphone.*

***Key Word : Brand Image, Purchase Intensity, Price.***