

## **ABSTRACT**

*Business competition of Samsung smartphone in Indonesia has increased rapidly in recent years, in line with the emergence of new brands on the market. Existing companies are required to create strategies in order to survive and compete in the market. The purpose of this study is to determine the effect of brand image, price, and product review towards Samsung smartphone's purchase decision.*

*The population in this study were Undip Semarang students who have used smartphone from Samsung. The amount of sample used was 100 people selected using accidental sampling through questionnaire. Data obtained from the questionnaire were then processed and analyzed using SPSS 23 program.*

*The results of the study shows that brand image significantly influence the purchase decision, the price significantly influence the purchase decision, and the product review significantly influence the purchase decision. The result of F test obtained a significance value smaller than 0,05, it can be concluded that the regression model produced is fit and proper to use. These result means that brand image, price, and product review can be used to predict purchase decisions.*

***Keywords : Brand Image, Price, Product Review, and Purchase decision***