

ABSTRACT

Smartphone has diverse usages to different users in based with their necessities. With dramatic increase in smartphone usage in recent years, people take into account various factors while they decide purchasing a smartphone. VIVO V5 series are smartphone from Chinese vendors that came to top 5 best vendors in 2016-2017 based on IDC. But lately, the sales of VIVO V5 series began to decline due to market competition of smartphone.

This study aims to determine if there is impact between the product quality, Brand ambassador, and promotion attractiveness of VIVO V5 series on purchasing decisions through Brand image as intervening variabel. The object of research conducted by using non-probability sampling method by distributing questionnaires to consumers of smartphone. Then from the responses of the respondents, the data was processed by using SPSS 21.0.

The result obtained I this study are : product quality has positive and significant impact on brand image, brand ambassador has positive and significant impact on brand image, promotion attractiveness has positive and significant impact on brand image, and brand image has positive and significant impact on purchasing decision of VIVO V5 series.

Keywords : Purchasing Decision, Brand Image, Product Quality, Brand Ambassador, Promotion Attractiveness.