

ABSTRACT

Developments in technology and communications are getting ahead. Many mobile phone manufacturers compete to capture the consumer market with various features and completeness are given. Nokia is one of several mobile vendors who are currently competing in the face of many competitors. Judging from the sales from year to year, Nokia has decreased. This study aims to determine what are the factors that shape decisions on the purchase of this Nokia mobile phone.

The data used in this study is the primary data obtained from 100 respondents from the Faculty of Economics and Business, University of Diponegoro Semarang. Data obtained using SPSS 18 analysis tools to test reliability, test validity, and factor analysis test.

After testing, the results obtained from the 26 indicators are indicators of the grouping formed by 7 factors. Form factor in Nokia's purchase decision was the features and specifications include, word of mouth, product durability, application programs, mobility, uniqueness of products, and supporting devices.

Key words: Factor analysis, purchase decision