ABSTRACT

This research is done to analyze the factors that have influences toward consumers in the making of purchasing decisions. The independent variables of this research consist of Price (X1), Brand Image (X2), and Product's attribute (X3). The dependent variable is the purchasing decision of buying Samsung Android-series Smartphone made by the students in Universitas Diponegoro. The sample used in this research consists of 100 respondents chosen by Snowball Sampling technique.

This research employs multiple regressions. The result of multiple regressions is as follows, $Y = 0,348 X_1 + 0,246 X_2 + 0,272 X_3$. The independent variable that has the biggest effect toward the dependent variable is Price (0,348), followed by Product's attribute (0,272) and Brand image (0,24) respectively.

The coefficient of determination (adjusted R2) of this research is 0,552 or 55,3% that shows the goodness of coefficient of determination model. Price is revealed to have the highest regression coefficient. Hence, it can be concluded that price is the most important factor that influences consumers' purchasing decision. Product Attribute is placed as the second highest followed by brand image as the third factor respectively.

Keyword: Price, Brand Image, Product Attribute, Purchasing Decision