

## ABSTRACT

In these several years, world is filled with the rapid growing of telecommunications industry. Cellular phone is one of the technologies that develop quickly from year to year which is escorted with the rising of cellular user amount in Indonesia. Nowadays, producer creates a lot of smartphone products which adequate in dominating market segment not only in Indonesia but also in the world that is Blackberry, but in several years the selling of Blackberry had a significant decrease because there are many producers who are competing to get the market of smartphone user. In identifying consumer behavior in deciding to buy is very important, one of them is to increase the selling of Blackberry.

The purpose of this research is to know the influence of brand image, perceived price, product quality and promotion toward the Blackberry purchasing decision. The population in this research is the consumers of Blackberry in Semarang city. Meanwhile the respondents who involve in the research as many as 100 samples. The analysis which is used is multiple linear regression.

The result of double regression analysis which had been done is  $Y = 0,082 X_1 + 0,077 X_2 + 0,321 X_3 + 0,437 X_4$ . Independent variable which is very influential concerning to dependent variable is promotion variable (0,437) followed by product quality variable (0,321), then brand image variable (0,082) and the last is perceived price variable (0,077). The result prove that all of independent variables (brand image, perceived price, product quality, and promotion) have positive influence toward dependent variables that is purchasing decision and the determination coefficient (adjusted  $R^2$ ) as many as 0,565. This means that 56,5% of purchasing decision is influenced by brand image, price, product quality and promotion. For the remaining is 34,5% influenced by other variable.

Key word: brand image, perceived price, product quality, promotion, and purchasing decision