

## **ABSTRACT**

*The purpose of this research is to test the influences of product quality and price toward buying intension. The usage of these variables is able to solve the arising problem within StarOne.*

*The samples of this research consisted of a hundred customer's on StarOne. Regression Analysis was run by a Statistical Package Social Science (SPSS) software for data analysis. The result of the analysis showed that product quality and price contributes an positive influence, which is significant to buying intension.*

*The empirical resilt indicate that to increase buying intension of StarOne, management need to pay attention on factors like product quality and price, because that is the factors that effect high or low level of buying intension. From the measurement on product quality variable, the result is 0,306 coefficient value which means product quality had significance effect toward buying intension. The better product quality given by SMT will strengthen buying intension of StarOne's customer. If the customer feel that they will get a satisfaction from certain product (because high quality product and durable) so that the customer will interested to buy the product. While, the test on price variable had 0,493 coefficient value that means price had significant effect on buying intension. The better price given by SMT to the customer needs, the bigger buying intension on the product.*

*Key Words : product quality, price, and buying intension*