

## ABSTRACT

*Purchase decision is the determination of one or more alternative brands or products which will be redeemed by the buyer. Purchasing decisions have an indirect impact on the business, which is an indicator that increases or decreases sales. Purchase decisions are influenced by several variables, namely Price, Product Quality and Brand Image. The purpose of this study was to determine the significance of the variables related to purchasing decisions, namely price, product quality, intervening variable Brand Image on Smartphone Advan products.*

*The number of respondents used in this research is 100 Diponegoro University students using judgement sampling methods who are representatives or samples of the young segment in this research. The method used is SEM quantitative method using SmartPLS through Partial Least Square technique. The reason for choosing this method is so that this research can be carried out in depth to analyze problems related to purchasing decisions for Advan smartphone products.*

*The results of the research show that several variables have significance, especially on product quality which has the highest significance value, both on brand image and purchasing decisions. while the price variable has no effect on brand image and has the lowest influence on purchasing decisions. In addition, the brand image variable can mediate the effect of product quality on purchasing decisions, but cannot mediate the influence between the price variable and the decision to purchase Advan smartphone products.*

*Keywords: Purchase Decision, Price, Product Quality, Brand Image, Partial Least Square*