

**THE FACTORS INFLUENCING CONSUMER'S PURCHASE DECISION OF
SMARTPHONES (CASE STUDY OF ASUS SMARTPHONE)**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The purpose of this research is to analyzing the factors influencing consumer's purchase decision smartphone (case study of Asus Smartphone) with social influence concern, brand name concern, price concern, product features concern and attitude concern. The data is collected through questionnaire with non-probability sample. A total of 110 samples were collected in Jakarta, Indonesia. The quantitative data was analyzed using SPSS software and path diagram with SmartPLS as a tool. The findings discovered that there is an influence between all variables with purchase decision, which indicates that the factors influencing consumer's purchase decision by social influence, brand name, price and product features concern that lead the consumer's attitude to purchase smartphone.

Keywords: Smartphone, Purchase Decision, Social Influence, Brand Name, Price, Product Features, Attitude.



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DEDICATION

This thesis work is dedicated to my family for their endless love, support and encouragement. Thank you for always supporting and believing in me.



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