

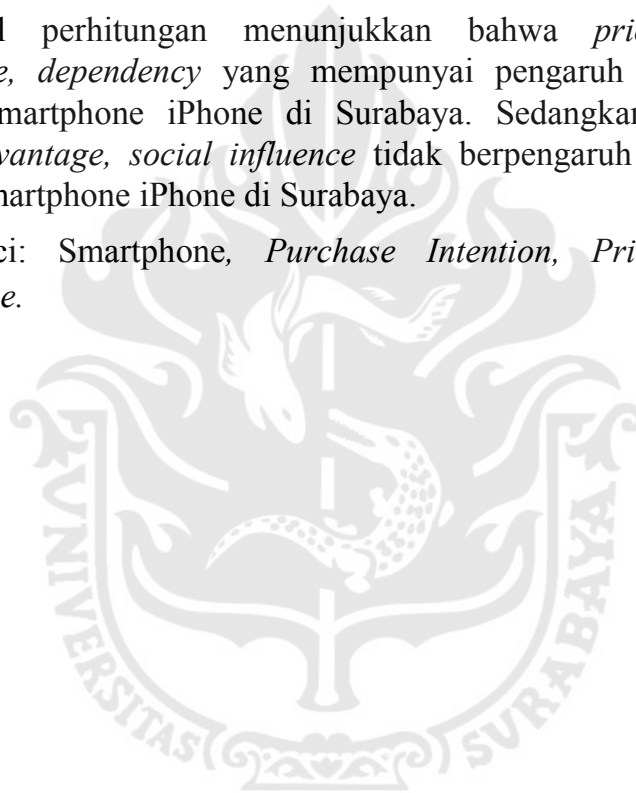
INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *Price, Product Features, Relative Advantage, Social Influence, Brand Name, Convenience, Dependency* dan *Compatibility* terhadap *Purchase Intention* Smartphone iPhone di Surabaya.

Responden dalam penelitian ini berjumlah 200 orang. Analisis dalam penelitian ini menggunakan Analisis Regresi Linear Berganda dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* untuk pengujian Uji T dan Uji F.

Hasil perhitungan menunjukkan bahwa *price, brand name, convenience, dependency* yang mempunyai pengaruh terhadap *purchase intention* smartphone iPhone di Surabaya. Sedangkan *product features, relative advantage, social influence* tidak berpengaruh terhadap *purchase intention* smartphone iPhone di Surabaya.

Kata Kunci: Smartphone, *Purchase Intention, Price, Brand Name, Convenience.*



ABSTRACT

The purpose of this study is to analyze the impact of *price, product, features, relative advantage, social influence, brand name, convenience, dependency* and *compatibility* towards IPhone Smartphone *purchase intention* in Surabaya.

Respondent in this study are 200 consumers. Multiple linear regression method are used in this analysis and processed with SPSS software version 18.0 for windows for test T and test F.

The result of the study show that's *price, brand name, convenience, dependency* have influence to IPhone Smartphone *purchase intention* in Surabaya. Meanwhile, *product features, relative advantage, and social influence* have not influence to IPhone Smartphone purchase intention in Surabaya

Keywords: *Smartphone, Purchase Intention, Price, Brand Name, Convenience.*

