

PENGARUH *ATTRIBUTE PRODDUCT* DAN *PERCEIVED PRICE* TERHADAP *PURCHASE INTENTION SMARTPHONE* SAMSUNG

ABSTRAK

Pandemi *covid-19* berdampak pada perekonomian di Indonesia, sehingga daya beli masyarakat menurun namun tidak dengan barang elektronik khususnya *smartphone*. Pada saat kondisi yang mengharuskan segala aktivitas dilakukan seara daring menjadikan *smartphone* menjadi kebutuhan primer masyarakat sehingga *smartphone* mengalami lonjakan permintaan. Di sisi lain salah satu merek terkenal di Indonesia yaitu Samsung mengalami penurunan permintaan dibanding kompetitornya., terutama pada *smartphone* kelas menengah ke bawah. Penelitian ini bertujuan untuk menguji pengaruh *attribute product* dan *perceived price* terhadap *purchase intention smartphone* Samsung. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Data primer dikumpulkan melalui penyebaran kuesioner kepada 100 responden. Teknik sampling yang digunakan adalah *Non probability sampling* jenis *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner. Data dianalisis menggunakan teknik uji asumsi klasik, analisis regresi linier berganda, koefisien korelasi, determinasi, uji t dan uji F. Berdasarkan hasil pengujian diperoleh hasil adanya pengaruh yang signifikan *attribute product* terhadap *purchase intention* sebesar 0,447 atau 44,7% *perceived price* berpengaruh signifikan terhadap *purchase intention* sebesar 0,453 atau 45,3% dan *attribute product* dan *perceived price* berpengaruh signifikan terhadap *purchase intention* sebesar 0,532 atau 53,2%.

Kata Kunci : *Attribute Product, Perceived Price, Purchase Intention, Samsung*

***THE INFLUENCE OF ATTRIBUTE PRODUCT AND PERCEIVED
PRICE ON PURCHASE INTENTION OF SMARTPHONE
SAMSUNG***

ABSTRACT

The covid-19 pandemic has had an impact on the economy in Indonesia, so that people's purchasing power has decreased, but not for electronic goods, especially smartphones. When conditions require that all activities be carried out online, smartphones become a primary need for society, so smartphones experience a surge in demand. On the other hand, one of the well-known brands in Indonesia, namely Samsung, experienced a decrease in demand compared to its competitors, especially for lower-middle-class smartphones. This study aims to examine the effect of product attributes and perceived price on the purchase intention of Samsung smartphones. The method used in this research is descriptive and verification with a quantitative approach. Primary data was collected by distributing questionnaires to 100 respondents. The sampling technique used is non-probability sampling purposive sampling type. Data collection techniques using a questionnaire. The data were analyzed using the classical assumption test technique, multiple linear regression analysis, correlation coefficient, determination, t-test and F test. purchase intention of 0.453 or 45.3% and product attributes and perceived price have a significant effect on purchase intention of 0.532 or 53.2%.

Keywords: Attribute Product, Perceived Price, Purchase Intention, Samsung