

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF FACTORS AFFECTING PURCHASE INTENTION AND PURCHASE DECISION ON SMARTPHONE PRODUCT IN YOUNG GENERATIONS IN BATAM CITY

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ABSTRACT

This research goal is to analyze the factors that influence purchase intention and purchase decision on smartphone product using young generation respondents in Batam City. The variables used in this study are brand concern, convenience, dependency, price, product features, social influence, social needs, and perceived value.

Data were collected through distributing online questionnaires with a total of 260 respondents. Data processing was carried out with SPSS version 23 program for demographic analysis of respondents and the Common Method Biased (CMB) test, then continued with Structural Equation Modeling (SEM) testing using SMARTPLS version 3.0 program.

Based on testing of the relationship between variables, it is known that the factors that have significant positive effect on purchase intention are brand concern, dependency, product features, social needs, and perceived value. In addition, data also shows that purchase intention has significant positive effect on purchase decisions. Hence, it is recommended that smartphone companies is to create a brand with strong brand concern align with the needs of people to socialize and with features oftenly used by publics.

Keywords: *brand concern, product features, smartphone, purchase intention, purchase decision.*