

**ANALYSIS THE FACTORS THAT AFFECTING COMMUNITY INTEREST
ON PURCHASING SMARTPHONE IN BATAM CITY**

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ABSTRACT

The purpose of this study is to determine the factors that influence the intention in purchasing smartphones in the city of Batam. Big hopes from the results of this study for manufacturing companies or smart phone companies to find out more about customers. This study analyses the effect of price, brand, product design, quality and features on purchase intention.

In this study, the object used is a customer who has shopped a smart phone in Batam City. The author distributes questionnaires using google form. The questionnaires were spread as many as 302, and valid data received and data that could be used were 302. In this study, the method used to conduct the survey was using the Sampling Method. The questionnaire that was received back by the author was processed using the SPSS program.

All hypotheses from the processed data show that all are positive and significant except for the quality of purchase intention. The results of the data that have been processed show that smartphone companies must be more careful about the factors that can trigger consumer purchase interest.

Keywords: *price, brand, product design, quality, features*