

## ABSTRACT

This research aims to examine the effect of product features, brand image, perceived price, and social influence on Vivo smartphone purchase intention.

This research uses a quantitative approach with a multiple regression design. The survey method was carried out by distributing online questionnaires. The research sample was 180 respondents who were determined using the purposive sampling method. The research instrument was tested for validity using confirmatory factor analysis test, and reliability using Cronbach's alpha test. The data collection technique used a questionnaire distributed online. The data analysis methods in this research using multiple regression analysis.

The results showed that the product features, brand image, perceived price, and social influence partially has a positive and significant effect on purchase intention. The most dominant independent variable influencing purchase intention is product features.

**Keywords:** product features, brand image, price, sosial influence, purchase intention

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh variabel fitur produk, citra merek, persepsi harga, dan pengaruh sosial terhadap niat pembelian ponsel cerdas Vivo.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Metode survei dilakukan dengan penyebaran kuesioner secara daring. Sampel penelitian sebanyak 180 responden yang ditentukan menggunakan metode purposive sampling. Instrumen riset diuji validitasnya menggunakan uji analisis faktor konfirmatori, dan reliabilitasnya menggunakan uji Cronbach's alpha. Teknik pengumpulan data menggunakan kuesioner yang disebarakan secara daring. Metode analisis data dalam riset ini menggunakan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa fitur produk, citra merek, persepsi harga, dan pengaruh sosial secara parsial berpengaruh positif dan signifikan terhadap minat beli. Variabel independen yang paling dominan mempengaruhi niat beli adalah fitur produk.

**Kata kunci :** fitur produk, citra merek, persepsi harga, pengaruh sosial, niat pembelian