

## ABSTRAK

Penelitian ini diangkat berdasarkan adanya data pergeseran posisi antara vendor *smartphone* asal lokal dengan vendor *smartphone* asal cina. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis 1) Tanggapan responden mengenai produk, promosi, harga dan citra merek *smartphone* Advan dan OPPO, 2) Gaya hidup responden *smartphone* Advan dan OPPO dalam bertelekomunikasi, 3) Tanggapan responden mengenai keputusan pembelian *smartphone* Advan dan OPPO, 4) Pengaruh produk, promosi, harga, citra merek, dan gaya hidup terhadap keputusan pembelian konsumen *smartphone* Advan dan OPPO, 5) Perbedaan yang signifikan antara keputusan pembelian *smartphone* Advan dan OPPO. Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif, dengan teknik analisis data regresi logistik dan analisis diskriminan. Hasil analisis pada penelitian ini menunjukkan bahwa produk, promosi, harga, citra merek, dan gaya hidup berpengaruh terhadap keputusan pembelian *smartphone* Advan dan OPPO, baik secara parsial maupun simultan serta terdapat perbedaan yang signifikan antara keputusan pembelian *smartphone* Advan dan OPPO.

Kata Kunci: Produk, Promosi, Harga, Cira Merek, Gaya Hidup, Keputusan Pembelian

## **ABSTRACT**

*This research was raised based on the data shifting position between local smartphone vendors and China-based smartphone vendors. The purpose of this research was to find out and analyze 1) Respondents' responses regarding product, promotion, price and brand image of Advan and OPPO smartphones, 2) Lifestyle of Advan and OPPO smartphone respondents in telecommunication, 3) Respondents' responses regarding Advan and OPPO smartphones purchase decisions, 4) Effect of product, promotion, price, brand image, and lifestyle on purchasing decisions of Advan and OPPO consumers, 5) Significant differences between Advan and OPPO smartphone purchasing decisions. The research method used in this research is descriptive and verification method, with logistic regression data analysis techniques and discriminant analysis. The results of the analysis in this study indicate that product, promotion, price, brand image, and lifestyle influence the consumer purchase decision of Advan and OPPO smartphones, both partially and simultaneously and there are significant differences between the purchase decisions of Advan and OPPO smartphones.*

*Keywords: Product, Promotion, Price, Brand Image, Lifestyle, Purchase Decision*