

ABSTRACT

Indonesia will be predicted to have more than 100 million smartphone active users in 2018 and also from 2013-2017 shows the increasing of smartphone active users in Indonesia. This make many global smartphone vendors come to Indonesia to sell their products and compete with other smartphone vendors in Indonesia. Smartphone vendor from China is one of the global smartphone vendors that has a good market share growth in Indonesia.

The purpose of this study is to investigate the reason of the Purchase Decision of Xiaomi Smartphone in Indonesia. The total questionnaire items used in this research are 34 items with sample taken as many as 400 respondents. The independent variables used in this research are Brand Image and Product Price which will be measured by using Multiple Linear Regression Analysis. This research uses non probability and purposive sampling technique.

The results gained is Brand Image and Product Price both partially and simultaneously influence Purchase Decision. Brand Image and Product Price influences Purchase Decision by 54,6%.

Keywords: *Brand Image, Product Price, Purchase Decision, Xiaomi Smartphone.*