

## ABSTRACT

### *The Influence of Product Features, Brand Image, Price, and Social Influences on Purchase Intention of Xiaomi Smartphone Products*

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*This study aims to analyze the influence of product features, brand image, and social influence on the purchase intention of Xiaomi smartphone consumers in the JABODETABEK area. The research method used is quantitative, with data collected through questionnaires distributed to consumers in the region. The results of the study show that product features have a significant influence on purchase intention. This means that product features play an important role in attracting consumer interest and influencing their decision to purchase Xiaomi smartphones. Consumers in the JABODETABEK area pay attention to specific details of product features when making a purchase decision, so Xiaomi needs to continuously develop and improve these features to remain competitive in the market. Brand image also has a significant influence on purchase intention, indicating that a positive perception of the Xiaomi brand greatly affects purchase intention. Additionally, social influence also has a significant effect on purchase intention, indicating that social influence greatly impacts consumers' purchase decisions. Xiaomi can leverage this social influence by increasing interaction on social media, collaborating with influencers, and promoting positive testimonials from satisfied customers to attract more consumers. Conversely, the price variable does not influence purchase intention. Therefore, Xiaomi can focus more on strategies that emphasize product quality and brand image rather than competing on price.*

**Keywords:** *Product Features, Brand Image, Price, Social Influences, Purchase Intention.*

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