

ABSTRACT

This current era of globalization led to a variety of environmental changes both the physical environment, social, economic, political, characterized by advances in science and technology very rapidly. These conditions have an impact on an increasingly open market and competition is rapidly increasing, which consumers increasingly critical and intelligent selecting and assessing a product and will ultimately decide the purchase of these products.

The purpose of this study were: to analyze the effect of promotions, pricing and features to the brand image and to analyze the effect of promotions, prices, features and brand image on purchase decisions. This research uses populations all iPhone buyers in SMS Shop Plaza Semarang Simpang Lima, while samples in this study were 96 respondents. The sampling technique purposive sampling method. Data analysis method used is path analysis.

Results from this study are: the promotion of significant positive effect on brand image and purchasing decisions. Price significant positive effect on brand image and purchasing decisions. Features significant positive effect on brand image and purchasing decisions. Brand image significant positive effect on purchase decisions.

Keywords: Promotion, Price, Features, Brand Image and Purchase Decision