

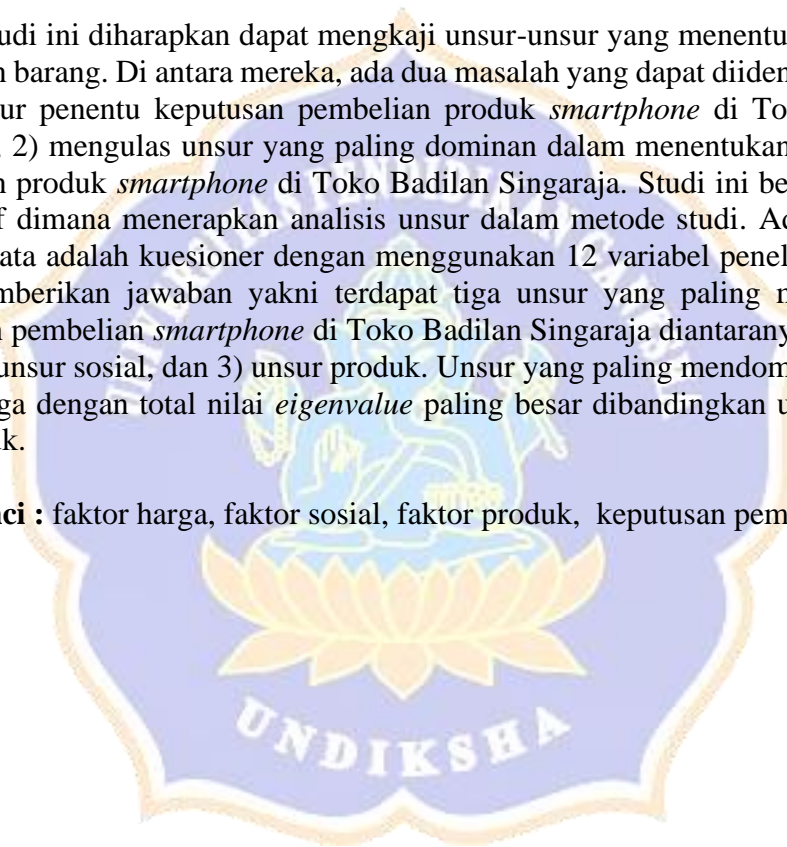
**FAKTOR - FAKTOR YANG MENENTUKAN KEPUTUSAN PEMBELIAN  
SMARTPHONE DI TOKO BADILAN SINGARAJA**

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**ABSTRAK**

Studi ini diharapkan dapat mengkaji unsur-unsur yang menentukan pilihan pembelian barang. Di antara mereka, ada dua masalah yang dapat diidentifikasi.: 1) unsur-unsur penentu keputusan pembelian produk *smartphone* di Toko Badilan Singaraja, 2) mengulas unsur yang paling dominan dalam menentukan keputusan pembelian produk *smartphone* di Toko Badilan Singaraja. Studi ini berjenis studi kuantitatif dimana menerapkan analisis unsur dalam metode studi. Adapun jenis kolektif data adalah kuesioner dengan menggunakan 12 variabel penelitian. Hasil studi memberikan jawaban yakni terdapat tiga unsur yang paling menentukan keputusan pembelian *smartphone* di Toko Badilan Singaraja diantaranya: 1) unsur harga, 2) unsur sosial, dan 3) unsur produk. Unsur yang paling mendominasi yakni unsur harga dengan total nilai *eigenvalue* paling besar dibandingkan unsur sosial dan produk.

**Kata kunci** : faktor harga, faktor sosial, faktor produk, keputusan pembelian



**FACTORS THAT DETERMINE SMARTPHONE PURCHASE DECISIONS  
AT BADILAN SINGARAJA STORE**

**By**  
**Management Study Program**  
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**ABSTRACT**

*This study is expected to examine the elements that determine the choice of purchasing goods. Among them, there are two problems that can be identified.: 1) the determinants of the decision to purchase smartphone products at the Bbindingal Singaraja Store, 2) review the most dominant elements in determining the decision to purchase a smartphone product at the Badilan Singaraja Store. This study is a quantitative study which applies elemental analysis in the study method. The collective type of data is a questionnaire using 12 research variables. The results of the study provide an answer, namely that there are three elements that most determine the decision to buy a smartphone at the Badilan Singaraja Store including: 1) the price element, 2) the social element, and 3) the product element. The most dominating element is the price element with the largest total eigenvalue compared to the social and product elements.*

**Keywords:** *price factor, social factor, product factor, purchase decision*