

ABSTRACT

This research is intended to read Brand Image, Price Perception, Product Quality and Lifestyle to OPPO Smartphone Purchasing Decision. Data were taken from a sample of 125 respondents selected by using purposive sampling technique. Analyzer used is multiple linier regression analysis method and use validity test, reliability test, t test, F test, and determination. Based on the analysis that has been done: (1) brand image, price perception, product quality and simultaneous lifestyle to purchase decision of OPPO smartphone. (2) brand image has a positive and significant impact on OPPO smartphone purchase decision. (3) price perceptions have a positive effect on the significance of purchasing decisions of OPPO smartphones. (4) product quality positively and significantly influence to decision of OPPO smartphone purchase. (5) positive and significant lifestyles to the OPPO smartphone purchase decision.

Keywords: *brand image, price perception, product quality, lifestyle, and purchasing decisions.*