

ABSTRACT

The purpose of this study to determine the effect of product quality, price perception, distribution channels and promotion of purchasing decisions on oppo smartphones (studies on oppo smartphone users in Yogyakarta). The method of this research is purposive sampling. This research uses Multiple Linear Regression Analysis, using sample of 100 samples. Based on the results of this study showed (1) The quality of the product has a positive and significant effect on the purchase decision of the oppo smartphone (2) Price perception does not have a positive and significant effect on the purchase decision of oppo smartphone (3) Distribution channel has positive and significant effect to the buying decision of oppo smartphone (4) Promotion has a positive and significant effect on purchasing decision of oppo smartphone

Keywords: Product quality, Price perception, Distribution channel, Promotion, Purchase decision