

Abstract

This research aims to identify and analyze the effect to of product inovation , brand image, and price perception the decision of purchasing Handphone Zenfone ASUS around Student at University of Muhammadiyah Yogyakarta. This research used explanatory research characteristic, with 100 respondents whose possess Handphone Zenfone ASUS. This research also used non probability sampling technic particularly purposive sampling. Analysis technic used are validity test, reliability test, classic assumption test, double regression linear, T test, F test and R test with SPSS 21.0.

Based on the analysiz that have been made, the results are the product innovation perception positive and significant impact on the decision of purchasing Handphone Zenfone ASUS, brand image perception positive and significant impact on the decision of purchasing Handphone Zenfone ASUS, and price perception positive and significant impact on the decision of purchasing Handphone Zenfone ASUS.

Keyword: Product Innovation, Brand Image, Price Perception, Purchasing Decision