

## ABSTRACT

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Title : Influence Product Attribute Handphone Sony Ericsson K550i to Buyer Intention Student of FISIP UI

Mobile phones industry are more competitive nowadays, it makes mobile phones industry should create differentiation of the product. Sony Ericsson which became one of mobile phone provider launches HP K550i with intention to attract buyer intention of consumer by showing product attribute. One of strategy Sony Ericsson Mobile Communication can be seen from the variety of mobile phones product segmentation, such as W series (Walkman), K series (Kamera), P series (PDA) etc. The purpose from this research is to find out what influence product attribute and buyer intention. The subject of this research is student of FISIP UI who doesn't use handphone Sony Ericsson K550i. This research was conducted during October 2008. to support this research, 120 questions were distributed for student of FISIP UI who doesn't use handphone Sony Ericsson K550i, at first 30 questions were distributed to get indicators related for this research. Information was obtained from study literature which suitable with this research. Quantitative method with descriptive analytics was used in this research. This study used purposive sampling. Factor analysis and linier regression were used to analyze the data. There are two variables in this study: independent variables which consist of 5 dimensions (quality, brand, packaging, service, and price) and buyer's intention as dependent variable. The dimensions of independent variable combined with regression factor become attribute variable. From the regression result, 21% of buyer's intention can be explained from product attributes variable, and 79% were influence from other unknown factor. Significant value of this result is  $< 0.05$ . In conclusion, product attribute have a significant impact on buyer's intention, and there're another factors influenced buyer's intention.

Key Word: Product Attribute, Buyer Intention