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THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION AND PRODUCT INNOVATION ON THE DECISION TO PURCHASE XIAOMI MOBILE PHONE PRODUCTS IN YULI CELL, EAST LAMPUNG DISTRICT

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Abstract:
Study This aim For analyze Influence Quality Product, Perception Price And Innovation Product to Decision Purchase Product Xiaomi cellphone at Yuli Cell, East Lampung Regency. In this research use data primary which obtained from spread questionnaire. Sample in study this as much 150 respondents with use technique probability sampling. Study this use analysis Regression Linear Multiple with using the SPSS version 23.0 program. Results study this show that there is influence positive and significant between quality product to decision purchase. There is influence positive and significant between perception prices to decision purchase. There is influence positive and significant between innovation products to decisionpurchase.

Keywords: Quality Product, Perception Price, Innovation Product, DecisionPurchase.

INTRODUCTION

The more development technology and information moment this, ability Companies are required to be more careful in business competition. If company want to continue to exist in competition, companies must pay attention to mistakes one main function namely marketing. In carry out marketing Which Good, producer must know formerly what are the needs and desires of consumers, so that the product offered will be in accordance with consumer demand. The business world in Indonesia growing rapidly, this is due to several economic policies which has been launched by the government.

Phenomenon competition business in era globalization will the more moving the direction of the modern economic system towards a market mechanism require para perpetrator business For always develop And capture the market share. So that required effort interesting and maintain consumerso that his business still exist (Beladin & Dwiyanto, 2013).

Activity marketing Now Already start in focus on satisfaction consumer. Consumers are a very important asset that must be maintained and maintain its existence to achieve company success. By Because That, whatever request consumer, How attitude And Act in demand Consumers still have to serve consumers well and always be thoughtful positive (Kotler & Keller, 2009).

Price is the only marketing mix element that produces results revenue, while the other three elements are products, distribution and promotion only give rise to cost. Price Also is Wrong One element mix marketing that is flexible and can change quickly, unlike typical product and distribution channels (Kotler & Keller, 2009:340).

In carry out marketing Which Good, producer must know formerlywhat are the needs and desires of consumers, so that product offered will in accordance with request consumer. Decision purchase is understanding consumer about desire And need will something product with evaluate from source- source Which There is with set purchasing objectives as well as identifying alternatives so that decision makers can buy Which accompanied with behavior after do purchase (Basu Private& Irawan, 2008:188).

The purchase decision *is* the next stage after there is an intention or desire to buy, but the purchase decision is not the same as the actual *purchase.* When consumers choose for choose something brand, He Still must carry out decision and make the actual purchase. Additional decisions are required in things: when to buy, where to buy, and how much money that should issued. Often, there is a delay between purchasing decisions and purchase Actually, specifically to purchase Which complex And requires high involvement such as purchasing cars, computers, and products consumption period long *(consumer durable)* .

Consumers in making decisions to buy a product offered Lots influenced by his perception to innovation product, perception price and quality product. For increase decision purchase on consumer, A business must do innovation. Innovation will increase mark plus from something product, innovation will create something product new which can give solution which more Good for solution problem which faced consumer. Product innovation is closely related to buying decision Because innovation capable make product different in consumer's eyes so that consumers are more interested in buying these products compared to competing products (Cooper in Suseno, 2004:11).

Innovation is activity study, development, and/or engineering which aim develop application practical mark and context knowledge new knowledge, or new ways to apply

knowledge and technology Which has There is to in product or process production. Innovation is an idea, practice, or object that is understood as something new by each individual or other user unit. The characteristics of innovation consist from: profit relatively in field economy, (factor prestige social, comfort And satisfaction), resilience / strength (level Where innovation perceived assomething Which consistent with mark which exists, experiences period then, and the needs of potential users), complexity (the degree to which innovation is perceived as something that is difficult to understand and use), Power test try (level Where innovation in boundaries certain can piloted), observability (the degree to which innovation results can be seen by party other) (Sumarwan, 2010).

Besides innovation product, matter which can create decision purchase Wrongthe other is price perception. According to (Kotler & Armstrong, 2005) relationship between price and purchasing decisions, namely price influences decisions consumers in making purchases, the higher the price, the higher the decision purchases are lower, conversely if the price is low the purchase decision changed the more tall. Price is Wrong One factor decider in Brand selection is related to consumer purchasing decisions. When choose between brands existing ones, consumers will evaluate price with compare a number of standard price as reference For do purchases with emerging price perceptions, consumers will estimate whether to buy the product or not, therefore entrepreneurs must Jelly in set price the product to market so that consumer interested Andcreated buying decision.

Besides innovation product and perception price, quality product Also can influence purchasing decisions. Product quality is Wrong One means positioning main marketer. Quality have impact directly on the performance of the product or service, therefore quality is closely related with customer value and satisfaction. Consumers can make decisions to buy or use certain products. Marketers need to know consumer preferences about the product concerned to maximize attractiveness (Kotler & Armstrong, 2008). Very high quality product necessary so that consumer desires can be fulfilled. Consumer desires fulfilled according to expectations will make consumers accept something product even until loyal to product the. According to (Lupiyoadi, 2001:158) states that consumers will feel satisfied if the evaluation results they show that the products they use are quality. Quality product Which either will encourage consumers make purchases.

This research explores the influence of product quality, price perception, and product innovation on purchasing decisions for Xiaomi cellphones at Yuli Cell, East Lampung. Problem formulation includes questions regarding the impact of product quality, price perception, and product innovation. The aim of the research is to analyze the influence of these aspects on purchasing decisions. It is hoped that this research will provide benefits, such as an opportunity for the author to apply knowledge and theory, as well as a reference for companies in determining policies to increase sales.

METHOD

This research method focuses on the influence of product quality, price perception, and Xiaomi cellphone product innovation in Yuli Cell, East Lampung, on purchasing decisions. Data collection was carried out through a questionnaire with a Likert scale, using a purposive sampling method for a sample of 150 respondents. Data analysis includes validity and reliability tests, classical assumption tests (normality, multicollinearity, autocorrelation, and

heteroscedasticity), as well as model feasibility tests (F test and coefficient of determination). Multiple linear regression analysis is used to determine the influence of independent variables on the dependent variable, and hypothesis testing (t test) is carried out to assess the significance of the influence of each independent variable on purchasing decisions.

RESULTS AND DISCUSSION

Results Study

A. Analysis Descriptive

From the research results obtained through distributing customer questionnaires counters Yuli Cell as much 150 respondents. Variables Which has in analysisThis research data is regarding Product Quality (X_1), Price Perception (X_2), Innovation Product (X_3), and Purchase Decision (Y).

According to (Ferdinand, 2014:229) is analysis This used For provide an empirical picture or description of the data collected in study. Data descriptive displays description general about answer respondents to questions or statements contained in the questionnaire or response respondents.

Analysis data done with do calculation statistics with statistical calculation methods, and using SPSS program tools version 23 as follows:

1. Analysis Descriptive Quality Life Product (X_1)

Table 1. Average Total Mean Quality Product

No	Statement	Mean
Performance		
1	Performance product xiaomi very Good	3.86
Appearance		
2	Product xiaomi own level resolution screen Which tall	3.85
Reliability		
3	Systems operation product xiaomi very fast	4.28
Comfort		
4	Product xiaomi very comfortable in handheld	4.08
Power Stand		
5	Product xiaomi No easy error or damaged	4.29
Beauty		
6	Product xiaomi own design Which very interesting	3.55
Total Mean Quality Product		**23.91**
Mean Quality Product		**3.98**

Source: Processed from primary data, 2022

Based on table 1, the average product quality results are obtained (X_1) overall of 3.98. From the largest mean, the third statement is obtained where respondents agreed that the Xiaomi product operating system was very fast and The smallest mean is obtained from the sixth statement where the Xiaomi product has a design Which very interesting.

2. Analysis Descriptive Perception Price (X_2)

Table 2. Average Total Mean Perception Price

No	Statement	Mean
Suitability price with quality product		
1	Price product xiaomi in accordance with the quality product Which given	3.89
Suitability price with benefit		
2	The price offered xiaomi in accordance with benefit the product	3.55
Price compete		
3	Price product Xiaomi classified more cheap	3.77
Total Mean Perception Price		**11.21**
Mean Perception Price		**3.73**

Source: Processed from data primary, 2022

Based on table 2 obtained results flat flat mean Perception Price (X_2) in a waywhole as big as 3.73. Results This identify that Motivation get good grades. From the largest mean, the first statement is obtained where the respondent agree. The price of Xiaomi products is in accordance with the quality of the products provided and The smallest mean was obtained for the second statement where respondents agreed that Price Which offered by Xiaomi in accordance with the product benefits.

3. Analysis Descriptive Innovation Product (X_3)

Table 3. Average Total Mean Innovation Product

No	Statement	Mean
Change design		
1	Change design Xiaomi products classified unique	3.58
Innovation technical		
2	Application bloadware/application No important classified A little	3.45

Development product		
3	Products that in develop by xiaomi classified advanced	3.98
Total Mean Innovation Product		**37.76**
Mean Innovation Product		**3.77**

Source: Processed from data primary, 2022

Based on table 3 obtained results average mean Innovation Product (X_3) in a waywhole as big as 3.77. Results This identify that Innovation Product get mark Which Good. From mean biggest obtained statement third Where Respondents The products developed by Xiaomi are classified as sophisticated and average smallest obtained statement to two Where respondents agree that Application bloadware/application not important classified A little.

4. Analysis Descriptive Decision Purchase (Y)

Table 4. Average Total Mean Decision Purchase

No	Criteria	Mean
Stability on A product		
1	I buy product xiaomi because quality the product Good	3.82
Habit in buy product		
2	I always buy product from Xiaomi	3.98
Recommend to person other		
3	I will recommend product Xiaomi to Friend or family	3.95
Do purchase repeat		
4	I will still use product xiaomi in the future	3.75
Total Mean Decision Purchase		**15.50**
Mean Decision Purchase`		**3.87**

Source: Processed from data primary, 2022

Based on table 4 obtained results average mean Decision Purchase (Y)in a way whole as big as 3.78. Results This identify that DecisionPurchases get good value. From the largest mean, the th statement is obtainedfirst where respondents agree I always buy products from Xiaomi and The smallest mean was obtained for the fourth statement where the respondents agreed that I will keep using future Xiaomi products.

B. Test Instrument

1. Results Validity test

The validity test is used to test the extent to which the measuring instrument is accurate express the concept of the symptom/event being measured. The validity test is said to be valid if r count > r table. The R table used in this research is as big as 0.1603 (150 respondents with level significant 5%). Results from test validitycan seen on Table 4.10 as follows:

Table 5. Results Test Validity

Indicator	*Corrected Item-Total Correlation*	r Table	Information
Quality Product			
X1.1	0.337	0.1603	Valid
X1.2	0.606	0.1603	Valid
X1.3	0.216	0.1603	Valid
X1.4	0.209	0.1603	Valid
X1.5	0.341	0.1603	Valid
X1.6	0.465	0.1603	Valid
Perception Price			
X2.1	0.465	0.1603	Valid
X2.2	0.478	0.1603	Valid
X2.3	0.614	0.1603	Valid
Innovation Product			
X3.1	0.221	0.1603	Valid
X3.2	0.614	0.1603	Valid
X3.3	0.330	0.1603	Valid
Decision Purchase			
Y1.1.1	0.616	0.1603	Valid
Y1.1.2	0.430	0.1603	Valid
Y1.2.1	0.305	0.1603	Valid
Y1.2.2	0.614	0.1603	Valid

Source: Processed from data primary, 2022

From the table above, the calculated r value $_{\text{is calculated}}$ of 6 statement items for indicators variable Quality Product show that there is 6 item with mark correlation Which more tall from r $_{\text{table}}$ so that all over item statement from indicator Quality Product, Price Perception, Product Innovation and Purchasing Decisions are stated valid.

2. Results Test Reliability

Test reliability used For test so far where accuracy tool measuring Which express the concept of the symptom/event being measured. The results of the reliability for the dependent variable are Purchase Decision (Y), and the independent variable is Quality Product (X_1), Perception Price (X_2), Innovation Product (X_3) Which processeduse SPSS 23 is as follows:

Table 6. Results Test Reliability

Variable	*nbach's Alpha ifitems Deleted*	*onbach'sAlpha*	Information
Quality Product (X_1)	0.864	0.6	Reliable
Perception Price (X_2)	0.633	0.6	Reliable
Innovation Product (X_3)	0.627	0.6	Reliable
Decision Purchase (Y)	0.778	0.6	Reliable

Source: Processed from primary data, 2022

Based on Table 6 above, it shows that each item from every variable dependent that is Decision Purchase And variable independent that is Product Quality, Price Perception, and Product Innovation have *Cronbach's values Alpha* more big from 0.60. So that obtained results that indicator variable Decision Purchases (Y), Quality Product (X_1), Perception Price (X_2), and Product Innovation (X_3) everything stated reliable or can trusted as tool measuring variable.

C. Test Classical Assumptions

1. Results Test Normality

One Sample Kolmogorov – Sminov Test or Normality test is used for know distribution population, is follow distribution in a way theoretical (normal, poisson or uniform). Which aims to test whether in the model regression, variable bound And variable free both of them have distribution normal. Data distribution said normal If levels mark its significance > α = 0.05 And If otherwise < α = 0.05 then it is said to be abnormal. The following is presented below Table of results from the Normality Test in this study. is one of the conditions before he did testing regression. Testing This done with test *Kolmogorov–Smirnov.* The normality test results can be seen in Table 7 as following:

Table 7. Results Test Normality

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	1.29374606
Most Extreme Differences	Absolute	,058
	Positive	,058
	Negative	-.054
Test Statistics		,058
Asymp. Sig. (2-tailed)		,200 [c,d]

Results test normality on Table 7 with use *One-Sample Kolmogorov-Smirnov* Test

obtained a *Significant value* or Asymp. *Sig* . (2-tailed) of 0.200 which is above 0.05 so it can be concluded that the data distributed normal and worth using in the regression model.

2. Results Test Heteroscedasticity

Heteroscedasticity testing aims to test whether the regression model is valid there is inequality of variance from the residuals of one observation to another other. Model regression Which Good is No happen heteroscedasticity with using the Glejser test. If the independent variable is not statistically significant And No influence variable dependent, so There is indication No happen heteroscedasticity.

The following are the results of the heteroscedasticity test on the regression model in study This:

Table 8. Outputs Test Glejser
Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,284	,617		2,082	,039
Quality Product	.014	,020	,060	,698	,487
Price_Perception	,053	,048	.134	1,113	,267
Product_Innovation	,044	,050	.104	,885	,378

Based on Table 8 above, it shows that the quality variable The product has a significance value of 0.487 > 0.05. For the Perception variable Price has a significant value of 0.267 > 0.05 as well as the Product Innovation variableown mark significance as big as 0.378 > 0.05. So that can concluded thatmodel regression from all variable study this is not happen heteroscedasticity.

3. Results Test Multicollinearity

Test multicollinearity done For know is There is variable independent and correlated with each other or not. The test method can be seen with method compare mark *tolerance* from calculation regression double, If *tolerance* value < 0.1 then multicollinearity occurs. Multicollinearity test results can seen on Table 4.14 as follows:

Table 9. Multicollinearity Test ResultsCoefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,234	1,074		2,080	,039		

Quality Product	,150	,035	,231	4,257	,000	,930	1,075
Price_Perception	,533	,083	,490	6,427	,000	,472	2,121
Product_Innovation	,306	,087	,263	3,532	,001	,494	2,024

a. Dependent Variables: Decision Purchase

Source : Processed from the data primary, 2022

The results of the multicollinearity test in Table 9 above show that all independent variables are Product Quality, Price Perception, and Innovation The product has a *tolerance value* greater than 0.1 and an *inflation tolerance value factors* (VIF) is at under 10 Which It means No there is symptom multicollinearity in this regression model. The product quality variable has a tolerance value as big as 0.930 And mark VIF as big as 1,075. For variable Perception Price own the *tolerance* value is 0.472 and the VIF value is 2.121. For the Innovation variable Product own mark *tolerance* of 0.494 And VIF value amounting to 2.024.

4. Results Test Autocorrelation

The autocorrelation test is used to determine whether there are deviations or not the classic assumption of autocorrelation, namely the correlation that occurs between the residuals of a observation with observation other on model regression. Results from test autocorrelation can be seen on Table 10 as follows:

Table 10. Autocorrelation Test ResultsModel Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.774 [a]	,600	,591	1,307	1,886

a. Predictors: (Constant), Product_Innovation, Quality Product, Price_Perception

b. Dependent Variable: Purchase DecisionSource : Processed from data primary, 2022

Based on the results of the autocorrelation test, Table 10 shows that the test Durbin-Watson obtained mark DW as big as 1,886, compared to with mark The Durbin-Watson table uses a significance of 5% using the sample as much 150 respondent, And amount variable free that is 3 (k=3), so on table Durbin-Watson obtained the value dU (upper limit) = 1.7741 and dL (lower limit) = 1.6926. Because Durbin-Watson 1,886 more big from limit(dU) 1.7741 And not enough from 4-1.7741 = 2.2259 (1.7741 < 1.886 < 2.2259) then it can be concluded below No there is autocorrelation on model regression Which used in study This.

D. Test Appropriateness Model (Effect Testing By Together)

1. Test F

Test F This used For know influence variable free in a way together-The same to variable bound. For know is in a way simultaneous, coefficient The independent variable regression has a real influence or not on the variable bound.

Table 11.F Test ResultsANOVA [a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	373,440	3	124,480	72.873	,000 [b]
Residual	249,393	146	1,708		
Total	622,833	149			

a. Dependent Variables: Decision Purchase

b. Predictors: (Constant), Product_Innovation, Quality Product, Price_Perception

Source : Processed from the data primary, 2022

In table 11 it can be explained that the calculated F value amounting to 72,873 with level significant as big as ,000. Based on results calculation Which helped SPSS 23 program, obtained a value of Sig = (0.000), which is at significance < α = 0.05, so H0 rejected or there is compatibility between model with data. So that can stated that variable Quality Product, Perception Price, Innovation Product in a way direct influential real to Decision Purchase model declared valid and can used for more analysis carry on.

2. Coefficient Determination (R^2)

Analysis of the coefficient of determination of the adjusted R square (R^2) value is used for measures how far a model's ability to explain variationsvariable bound.

Table 12. Coefficient of Determination Test ResultsModel Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 [a]	,600	,591	1,307

a. Predictors: (Constant), Product_Innovation, Quality Product, Price_Perception

b. Dependent Variables: Decision Purchase

Source : Processed from the data primary, 2022

Based on Table 13 above, the coefficient of determination R Square is 0.600. It means variation or ability something model in explained Decision Purchase as big as 0.600 or 60.0%, whereas the rest as big as 40.0%explained by variables other Which not discussed in research This.

E. Regression Linear Multiple

Multiple linear regression analysis is a form of analysis that discusses about the extent of influence of the independent variable (X) on the dependent variable (Y), where for variable X_1 is Product Quality, X_2 Price Perception, X_3 Innovation Product, and Y is the Purchase Decision.

Calculation coefficient regression on study This use SPSS 23,as for the calculation results can be seen on table 14:

Table 14. Multiple linear regression test resultsCoefficients [a]

Model	nstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Intervals for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Constant)Quality Product	2,234	1,074		2,080	,039	.111	4,357
Price_Perception	,150	,035	,231	4,257	,000	,080	,219
Product_Innovation	,533	,083	,490	6,427	,000	,369	,696
	,306	,087	,263	3,532	,001	.135	,477

a. Dependent Variable: Purchase DecisionSource : Processed from data primary, 2022

Based on results analysis on table *Standardized Coefficients* on, soequality linear regression multiple as follows:

Y = 0.231 X1 + 0.490 X2 + 0.263 X3

Y = Purchase Decision (KK)X1 = Product Quality (KP)

X2 = Price Perception (PH)X3 = Innovation Product (IP)

1. Coefficient regression Quality Product (X_1) as big as 0.231 And positive. Matter This interpret that the more tall quality product Which given so the more high too purchasing decision level.
2. Coefficient regression Perception Price (X_2) as big as 0.490 And positive. Matter This meaning that the higher the perceived price, the higher it is level buying decision.
3. Product Innovation regression coefficient (X_3) = 0.263 and positive. This means that the more tall innovation product so the more tall also level decision purchase.

F. Test t (Test Research Hypothesis)

This test is used for knowing the significance of the influence of the independent variables partially or individually on the dependent variable. This influence can estimated with significant value and t_{count} which is obtained. To know whether in terms of Product Quality (X_1), Price Perception (X_2), Product Innovation (X_3) influential in a way significant to Decision Purchase (Y). Testing use level significance 0.05 with result testing as following:

Table 15. Results Test Persian t

Coefficients [a]

Model	nstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,234	1,074		2,080	,039

QualityProduct	,150	,035	,231	4,257	,000
Price_Perception	,533	,083	,490	6,427	,000
Product_Innovation	,306	,087	,263	3,532	,001

a. Dependent Variables: Decision Purchase

Source : Processed from the data primary, 2022

Based on results calculation on Table 15 so concluded results from testing t test is as follows:

1. Testing hypothesis Quality Product (X_1) to Decision Purchase(Y)

The results of Table 15 can be explained that the influence of the Product Quality variable on Purchasing Decisions seen from the significant value of 0.000. (0.000 < α 0.05) then partially means that product quality has a significant effect positive and significant to Purchasing Decisions.

2. Hypothesis testing Price Perception (X_2) on Purchasing Decisions (Y)

The results of Table 15 can be explained that the influence of the Price Perception variable on Purchasing Decisions seen from the significant value of 0.000. (0.000 < α 0.05) then it is interpreted partially that Price Perception has a significant effect positive and significant to Purchasing Decisions.

3. Testing the Product Innovation hypothesis (X_3) on Purchasing Decisions (Y)

The results of Table 15 can be explained by the influence of the Product Innovation variable on Purchasing Decisions seen from the significant value of 0.001. (0.001 < α 0.05) then it is partially interpreted that Product Innovation has a significant effect positive and significant to Purchasing Decisions.

DISCUSSION

A. Influence Quality Product to Decision Purchase

Based on results study show that quality product influential positive and significant on purchasing decisions for Xiaomi cellphone products. Matter This means that the more tall quality product will increase decision purchases, so that products are able to grow consumer confidence to use it shows that the product has value can satisfy consumers.

Consumers always consider when making purchasing decisions things related to the quality of the product to be purchased. Quality product can interpreted ability from product For operate its function Which includes endurance, reliability or progress, strength, ease in packaging and repairs product and other characteristics (Emil, 2012).

Consumer perceptions of product quality will shape preferences and attitude which in turn will influence the decision to buy or No. When consumers will make a purchasing decision, variables product is consideration most main, Because product is objective main for consumers to meet their needs. Consumers who feel suitable with a product and the product can meet their needs, then consumers will make a decision to buy the product (Nabhan & Krishnaini, 2005).

overall average product quality results ($X_{1\ )\ identify}$ that the quality of the product gets good

marks. From the largest mean obtained statement third that system operation product xiaomi very fast. So ifproduct quality has a large mean value so it must be maintained and developed.

Study This in line with study (Pratami et al., 2020:37), Which states that product quality has a significant and positive effect on buying decision. These results are also in line with research (Walukow et al., 2014:1748) Which state variable quality product influential positive to variable buying decision.

B. Influence Perception Price to Decision Purchase

Based on the research results, it shows that price perceptions have an influence positive and significant on purchasing decisions for Xiaomi cellphone products. This means that consumers tend to compare products with prices expensive or cheap if the perceived benefits are comparable to the product, with the assumption that if the perceived benefits are less than the money spent then consumers will say that the product is expensive and consumers will think twice about making a repeat purchase, and vice versa. However, consumers tend to choose products with greater perceived benefits and lower prices. and only then do consumers make a decision to buy a product, the better the price offered and the same as the benefits felt, the higher the level of consumer decision in buying Xiaomi cellphone products.

The overall average price perception results (X2) identify that price perception gets a good score. From the largest mean, the first statement was obtained where respondents agreed that the price of Xiaomi products was in accordance with the quality of the products provided. So if price perception has a large mean value, it must be maintained and developed.

The results of this research are in line with previous research (Anissa et al., 2019:12) that the perception variable price influential positive And significant to product purchasing decisions. These results are also in line with research (Samosir & Decent, 2015:12) Which say that perception price influential positive Andsignificant on product purchasing decisions.

C. Influence Innovation Product to Decision Purchase

Based on results study show that innovation product influentialpositive and significant on purchasing decisions for Xiaomi cellphone products. This means that the better the product innovation implemented, the greater the decision to purchase Xiaomi cellphone products.

In accordance with the theory put forward by (Machfoedz & Machfoedz, 2004: 159) a product is something that can be offered to the market to fulfill a want or need. Innovation is a process of turning opportunities into marketable ideas. Innovation is more than just a good idea. A pure idea plays an important role, and a creative mind develops it into a valuable idea. However, there is a significant difference between an idea that arises solely from speculation and an idea that is the result of refined thought, research, experience and work.

Increased purchasing decisions caused by product innovation can occur because product innovation is closely related to consumer satisfaction, which is the consumer's assessment of a good or service purchased by the consumer. Product innovation can also be seen as the company's ability to answer various expectations from consumers so that consumers feel satisfied and carry out repeated purchasing activities.

The overall average product innovation results (X3) identify that communication skills get a good score. From the largest mean, the third statement is obtained, where the products developed by Xiaomi are classified as sophisticated. So if product innovation has a large mean value, it must be maintained and developed.

The results of this research are in line with research conducted by (Al Rasyid & Tri Indah,

2018:47) which said that product innovation has a positive and significant effect on purchasing decisions. These results are also in line with research (Wijaya et al., 2021:251) which states that product innovation has a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the research results, it can be concluded that product quality, price perception, and product innovation have a positive and significant influence on purchasing decisions for Xiaomi cellphones at Yuli Cell, East Lampung. In particular, improved product quality, good price perception, and high product innovation make a positive contribution to purchase satisfaction. Therefore, these aspects have an important role in shaping consumer preferences and purchasing decisions.

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