

## **ABSTRACT**

# **THE EFFECT OF BRAND TRUST AND PRICE ON PURCHASE DECISION OF BLACKBERRY MOBILE PHONE**

**(A CASE STUDY OF FISIP STUDENTS AT LAMPUNG UNIVERSITY)**

**By**

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The purpose of this research was to know the effect of brand trust and price on purchase decision of Blackberry mobile phone on FISIP students at Lampung University. Type of the research used was explanatory. Population of research was students who bought Blackberry mobile phone. The sampling technique in this research used a purposive sample with t sample were 80 respondents. Data collecting technique in research used a questionnaire that was analyzed by multiple linear analysis. The result of the research showed that variable of brand trust and price significantly influenced purchase decision simultaneously and partially. To be able to retain product, blackberry mobile phone manufacturer should improve existing features to be more qualified. In addition, the manufacturer should give a discount that was different from competitor product. Thus, consumers would be more sure and believe to buy and did not turn to another mobile phone product.

Keywords : brand trust, price, purchase decision