

# ***ANALYSIS OF THE INFLUENCE OF PRODUCT INNOVATION ON CONSUMER PURCHASE DECISIONS FOR INFINIX SMARTPHONES***

*Student Name* : Azzahra Putri Mentari  
*Student ID Number* : 5604221020  
*Supervisor* : Dwi Astuti, SE., M.Si

## ***ABSTRACT***

*This study aims to analyze the effect of product innovation on consumer purchase decisions for Infinix smartphones, specifically within the Riau Province region. The research methodology deployed is quantitative incorporating an associative research strategy. Data were gathered through the distribution of questionnaires to 100 respondents who are active users of Infinix smartphones across Riau. The sampling technique utilized was purposive sampling. Data analysis was executed using simple linear regression to test the hypothesis regarding the influence of the Product Innovation variable on the Purchase Decision variable. The results of the data analysis demonstrate that product innovation exerts a positive and statistically significant effect on consumer purchase decisions. Specifically, the product innovation aspect in the form of a fast charging system, along with the purchase decision aspect concerning the absence of post-purchase regret due to well-functioning system updates, constitute the primary factors most heavily considered by consumers when selecting Infinix smartphones in Riau.*

**Keywords:** *Infinix, Product innovation, Smartphone, Purchase decision*