

ABSTRACT

The purpose of this study to determine effect product innovation and brand image on buying intention for Blackberry Priv in Palembang. This study used survey. The population in this study are all handphone users in Palembang. The sampling technique in this study using purposive sampling involving 100 respondents. Technique analysis is this study used quantitative analysis while for hypothesis test was using T test and F test. Results in this study indicate that the product innovation and brand image is shown to have effect on buying intention for 78,1%.

Kata Kunci : *product innovation, brand image and buying intention*