

ABSTRACTION

This study aims to analyze the effect of product knowledge consisting of the objectives of knowledge, subjective knowledge and knowledge based on experience and product involvement consisting of interest, pleasure, sign, risk of possibility, and important risk to purchase intention. Population in this research is all consumer of smartphone user of Oppo in Palembang city. The sample used is 100 respondents with purposive sampling method. Data analysis technique used in this research is validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, F test, and coefficient of determination (R^2). The results of this study prove that there is a positive and significant influence between the variables of product knowledge to purchase intentions. In addition, the results of the study also proved that there is a positive and significant influence between the involvement of the product on buying intention and it is evident that the relationship between product knowledge variables and product involvement to purchase intentions.

Keywords: objective knowledge, subjective knowledge, knowledge based on experience, interests, pleasure, signs, risk of possibility, important risk, and purchase intention.