

ABSTRAK

Involvement customer can influence from message brand and satisfaction purchasing with the result this need gift company particle. Research this purpose for know what involvement customer influential about proses election futur handphone. Respondent inside reserach this is university student of faculty economics. Date with kuisisioner from sample as many people in general 150 exemple.

Research product complicity customer from factor interest, hidonik, symbol, and price influential with signifikan about election futur accordance with partial as well together.

Keywords: consumer involvement factor minat, hidonik, symbol, value function