

## ABSTRAKSI

**Pradana Reiza, Pengaruh Citra Merek, Kualitas Produk, Harga, dan *Word of Mouth*, terhadap Keputusan Pembelian *Smartphone* Iphone (dibimbing oleh R.A. Nurlinda).**

Tujuan penelitian ini melihat bagaimana pengaruh citra merek terhadap keputusan pembelian *Smartphone Iphone* di wilayah Karawaci Tangerang, bagaimana pengaruh kualitas produk terhadap keputusan pembelian *Smartphone* iphone di wilayah Karawaci Tangerang, bagaimana pengaruh harga terhadap keputusan pembelian *Smartphone* iphone di wilayah Karawaci Tangerang, Bagaimana *word of mouth* terhadap keputusan pembelian *Smartphone* iphone di wilayah Karawaci Tangerang.

Metode analisis yang digunakan dalam penelitian ini adalah Analisis Regresi Linier berganda. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 225 responden. Responden penelitian ini adalah yang mengetahui dan membeli produk *Smartphone Iphone*.

Hasil penelitian ini menunjukkan terdapat pengaruh yang signifikan dan positif antara citra merek, kualitas produk, harga, dan *word of mouth* terhadap keputusan pembelian *smartphone Iphone* di wilayah Karawaci Tangerang. Namun kualitas produk lebih dominan mempengaruhi keputusan pembelian dengan besarnya pengaruh 37.1%, dibandingkan dengan citra merek 14.8%, harga 12.7%, dan *word of mouth* 24%.

Kata kunci : Citra Merek, Kualitas Produk, Harga, *Word of Mouth* dan Keputusan Pembelian

## ABSTRACT

*Pradana Reiza, Influence of Brand Image, Product Quality, Price, and Word of Mouth, on Purchasing Decisions of Iphone Smartphone (supervised by R.A. Nurlinda).*

*The purpose of this study is to see how the brand image influences the decision to purchase iphone smartphones in the Karawaci area of Tangerang, how the product quality affects the decision to buy iphone smartphones in Karawaci, Tangerang, how the price affects the decision to buy iphone smartphones in Karawaci Tangerang, how word of mouth decision to purchase iphone smartphones in the Karawaci area of Tangerang.*

*The analytical method used in this study is Multiple Linear Regression Analysis. The number of samples used in this study were 225 respondents. Respondents of this study are those who know and buy Iphone Smartphone products.*

*The results of this study indicate there is a significant and positive influence between brand image, product quality, price, and word of mouth on the decision to buy iphone smartphones in the Karawaci area of Tangerang. However, product quality is more dominant in influencing purchasing decisions with the influence of 37.1%, compared to the brand image of 14.8%, the price of 12.7%, and word of mouth 24%.*

*Keywords: Brand Image, Product Quality, Price, Word of Mouth and Purchase Decision*