

ABSTRACT

Bernad. The Influence of Product Quality, Price and Brand Image on Purchase Decision of Smartphone Samsung, Case Study Employees Who Lecture at the University of Esa Unggul, West Jakarta (Supervised by Abdurrahman)

This research aims to know the influence of Product Quality (X1), Price(X2) and Brand Image (X3) on Purchase Decision (Y) of Samsung Smartphone. In this research, the variable independent is composed of Product Quality, Price and Brand Image, while the dependent variable is Purchase Decision. The population in this research is employees working and lecture in University of Esa Unggul already using smartphone Samsung. This research uses Non Probability Sampling with Purposive Sampling technique. The sample in this research is 125 respondents. The analysis used in this research is multiple linear regression analysis.

The result showed that product quality doesn't have a positive effect on purchasing decision partially, but price and brand image have a positive effect on purchasing decision. While all variables were tested together have a positive and significant effect to the purchasing decision of Samsung Smartphone. In this research, brand image is the most dominant variable influencing purchasing decision.

Keywords : Product Quality, Price, Brand image, Purchase Decision