

ABSTRAK

Judul : : Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan Pembelian *Smartphone* iPhone
Nama : Sonya Samatha
Program Studi : Manajemen

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk, Harga, dan Citra Merek terhadap Keputusan Pembelian *Smartphone* iPhone. Teknik analisis data menggunakan Analisis Regresi Linear Berganda. Sampel yang diambil sebanyak 175 responden yakni seluruh orang yang pernah membeli dan menggunakan *Smartphone* iPhone. Penentuan sampel dengan teknik *Non Probability Sampling*. Berdasarkan hasil penelitian dapat disimpulkan bahwa: (1) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* iPhone, (2) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* iPhone, (3) Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* iPhone, (4) Kualitas Produk, Harga dan Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* iPhone, (5) Citra merek merupakan variabel dominan yang berpengaruh terhadap keputusan pembelian *Smartphone* iPhone.

Kata Kunci: Kualitas Produk, Harga, Citra Merek, Keputusan Pembelian

ABSTRACT

Title : The Effect of Product Quality, Price, and Brand Image on Purchasing Decisions of iPhone Smartphones

Name : Sonya Samatha

Study Program: Management

This study aims to determine the effect of Product Quality, Price, and Brand Image on the Purchase Decision of an iPhone Smartphone. Data analysis techniques using Multiple Linear Regression Analysis. Samples taken as many as 175 respondents ie all people who have bought and used an iPhone smartphone. Determination of the sample with the Non Probability Sampling technique. Based on the research results it can be concluded that: (1) Product Quality has a positive and significant effect on purchasing decisions for iPhone Smartphones, (2) Price has a positive and significant effect on purchasing decisions for iPhone Smartphones, (3) Brand Image has a positive and significant effect on purchasing decisions for iPhone Smartphones , (4) Product Quality, Price and Brand Image have a positive and significant effect on purchasing decisions of iPhone Smartphones, (5) Brand Image is the dominant variable on iPhone Smartphone purchasing decisions.

Keywords: Product Quality, Price, Brand Image, Purchasing Decision