

ABSTRAK

Muhamad Yunus, Pengaruh Kualitas Produk, Citra Merek dan Harga Terhadap Keputusan Pembelian *Smartphone* Samsung Galaxy A20 Studi Kasus di Wilayah Kota Cilegon. Dibimbing oleh Prof. Dr. Hj. Endang Ruswanti, MM.

Penjualan *Smartphone* Samsung di Indonesia bahkan Dunia mengalami pergerakan fluktuatif, akibatnya *Smartphone* Samsung kalah dengan pesaingnya yang menjual produk *Smartphone* yang tidak jauh beda dengan Samsung dari segi kualitas produk, citra merek dan harga. Tujuan penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, citra merek, dan harga terhadap keputusan pembelian *Smartphone* Samsung Galaxy A20. Teknik analisis data menggunakan Analisis Regresi Linear Berganda. Sampel yang diambil sebanyak 190 responden yakni seluruh orang yang pernah membeli dan menggunakan *Smartphone* Samsung Galaxy A20. Penentuan sampel dengan teknik *non probability sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (1) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* Samsung Galaxy A20, (2) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* Samsung Galaxy A20, (3) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* Samsung Galaxy A20, (4) Kualitas Produk, Citra Merek dan Harga berpengaruh secara bersama-sama terhadap keputusan pembelian *Smartphone* Samsung Galaxy A20 di Wilayah Kota Cilegon.

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

ABSTRACT

Muhamad Yunus, Effect of Product Quality, Brand Image and Price on Purchasing Decisions of Samsung Galaxy A20 Smartphones Case Study in the City of Cilegon. Supervised by Prof. Dr. Hj. Endang Ruswanti, MM.

Sales of Samsung smartphones in Indonesia and even the world experience fluctuating movements, as a result Samsung smartphones are inferior to competitors who sell Smartphone products that are not much different from Samsung in terms of product quality, brand image and price. The purpose of this study aims to determine the effect of product quality, brand image, and price on purchasing decisions of Samsung Galaxy A20 Smartphones. Data analysis techniques using Multiple Linear Regression Analysis. Samples taken as many as 190 respondents ie all people who have bought and used a Samsung Galaxy A20 Smartphone. Determination of the sample with non-probability sampling techniques.

Based on the results of the study it can be concluded that (1) Product quality has a positive and significant effect on purchasing decisions of Samsung Galaxy A20 Smartphones, (2) Brand image has a positive and significant effect on purchasing decisions of Samsung Galaxy A20 Smartphones, (3) Prices have a positive and significant effect on decisions purchase of Samsung Galaxy A20 Smartphone, (4) Product Quality, Brand Image and Price jointly influence the purchase decision of Samsung Galaxy A20 Smartphone in Cilegon City Area.

Keywords: Product Quality, Brand Image, Price, and Purchase Decisions.