

ABSTRAK

YOLANDA ASIMA SIMANGUNSG, Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian *Smartphone* Sony di Wilayah Kebun Jeruk, Jakarta Barat. (Dibimbing oleh R.A Nurlinda).

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh Citra Merk, Harga dan Kualitas Produk Terhadap Keputusan Pembelian *Smartphone* Sony Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel yang diambil sebanyak 110 responden yakni seluruh orang yang pernah membeli dan menggunakan *Smartphone* Sony Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel. Penentuan sampel dengan teknik *non probability sampling*. Berdasarkan hasil penelitian dapat disimpulkan bahwa (1) Citra merek berpengaruh positif dan Signifikan terhadap Keputusan Pembelian *Smartphone* Sony (2) Harga berpengaruh positif dan Signifikan terhadap Keputusan Pembelian *Smartphone* Sony (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian *Smartphone* Sony (4) Citra Merk, Harga dan Kualitas Produk berpengaruh positif secara simultan terhadap Keputusan Pembelian *Smartphone* Sony (5) Kualitas Produk merupakan variabel dominan yang berpengaruh terhadap keputusan pembelian *Smartphone* Sony di wilayah Kebon Jeruk, Jakarta Barat.

Kata Kunci : Harga, Kualitas Produk, *Brand Image* dan Keputusan Pembelian

ABSTRACT

YOLANDA ASIMA SIMANGUNSNG, The Influence of Brand Image, Price, and Product Quality to Sony Smartphone Purchasing Decision in Jeruk Kebun Area, West Jakarta. (Supervised by R.A Nurlinda).

This study aims to find out how big Influence Brand Image, Price and Product Quality Against Sony Smartphone Purchasing Decision Data analysis techniques using Multiple Linear Regression Analysis. Samples taken as many as 110 respondents ie all people who had bought and used Sony Smartphone Data analysis techniques using Multiple Linear Regression Analysis. Sample. Determination of sample with technique of non probability sampling.

Based on the result of the research, it can be concluded that (1) Brand image has a positive and significant influence on Sony Smartphone Purchasing Decision (2) Price has positive and Significant effect on Sony Smartphone Purchasing Decision (3) Product Quality positively and significantly influence Sony Smartphone Purchasing Decision (4) Brand image, Price and Product Quality have a positive influence simultaneously to Sony Smartphone Purchasing Decision (5) Product Quality is the dominant variable affecting Sony Smartphone purchase decision in Kebon Jeruk area, West Jakarta.

Keywords: Price, Product Quality, Brand Image and Purchase Decision

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