

## ABSTRAK

Judul : Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Merk Oppo Di Kota Tangerang  
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Penelitian ini dilakukan untuk mengetahui pengaruh Citra Merek, Harga, Kualitas Produk terhadap keputusan pembelian *Handphone* Merek Oppo di Kota Tangerang. Objek penelitian ini adalah pembeli handphone OPPO di wilayah Tangerang. Penelitian ini dilakukan kepada 115 responden dengan pendekatan deskriptif kuantitatif.

Dari hasil penelitian yang telah dilakukan maka diperoleh kesimpulan Tidak Terdapat pengaruh tidak signifikan *citra merek* terhadap keputusan handphone OPPO dan terdapat pengaruh signifikan *harga, dan kualitas produk* terhadap keputusan pembelian handphone OPPO secara parsial yang terlihat dari hasil perhitungan hasil uji parsial (uji t) Sedangkan secara simultan *citra merek, harga dan kualitas produk* berpengaruh secara simultan terhadap keputusan pembelian Handphone OPPO. Hal ini terbukti dari hasil F hitung lebih besar dari F table. Keputusan pembelian handphone OPPO dipengaruhi oleh *citra merek, harga dan kualitas produk* sebesar 54,4%, dan sisanya sebesar 45,6 % dipengaruhi oleh faktor-faktor yang lain

Kata Kunci: citra merek, harga, kualitas produk, keputusan pembelian, handphone OPPO

**Abstract**

**Title : Influence of Brand Image, Price, and Product Quality On Oppo Brand Mobile Purchase Decision In Tangerang City**

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***This research was conducted to find out the influence of Brand Image, Price, Product Quality on the decision to purchase Oppo Brand Mobile in Tangerang City The object of this research is oppo mobile phone buyers in Tangerang region. This research was conducted to 115 respondents with quantitative descriptive approach.***

***From the results of the research that has been done, it was concluded that there is no insignificant influence of brand mind on oppo mobile phone decisions and there is a significant influence on the price, and product quality on oppo mobile phone purchase decisions partially as seen from the results of partial test results (t test) while simultaneously the brand mind, price and product quality affect simultaneously on oppo mobile purchase decisions. This is evident from the result of F count greater than F table. Oppo hanphone purchase decision is influenced by brand mind, product price and quality by 54.4%, and the remaining 45.6% is influenced by other factors***

***Keywords: brand image, price, product quality, purchasing decision, OPPO mobile phone***