

ABSTRACT

Nuha Miftahatul Amani, The Influence of Brand Equity, Price and Product Quality on Vivo Smartphone Purchasing Decisions in Raghel Bangkalan, guided by Dr.H. Pribanus Wantara, Drs., M.M.

The research aims to determine the effect of brand equity, price and product quality on purchasing decisions for Vivo smartphones in Raghel Bangkalan. The results of the study concluded that partially, brand equity, price, and product quality had a positive and significant effect on purchasing decisions for Vivo smartphones in Raghel Bangkalan. In addition, the results of the study state that brand equity, price, and product quality simultaneously have a positive effect on purchasing decisions for Vivo smartphones in Raghel Bangkalan. This research was conducted descriptively quantitatively using a purposive sampling method, namely a sampling technique taking into account certain criteria with a total sample of 96 respondents. The data analysis technique used is multiple linear regression analysis.

Keywords: Brand Equity, Price, Product quality, Purchase decision

ABSTRAK

Nuha Miftahatul Amani, Pengaruh Ekuitas Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Vivo di Raghel Bangkalan, dibimbing oleh Dr.H. Pribanus Wantara, Drs., M.M

Penelitian bertujuan untuk mengetahui Pengaruh Ekuitas Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Vivo di Raghel Bangkalan. Hasil penelitian menyimpulkan bahwa secara parsial, ekuitas merek, harga, dan kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian smartphone vivo di raghel bangkalan. Selain itu, hasil penelitian menyatakan bahwa ekuitas merek, harga, dan kualitas produk secara simultan berpengaruh positif terhadap keputusan pembelian smartphone vivo di raghel bangkalan. Penelitian ini dilakukan secara kuantitatif deskriptif dengan menggunakan metode purposive sampling yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu dengan jumlah sampel sebanyak 96 responden. Teknik analisis data yang digunakan yaitu analisis regresi linear berganda.

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