

ABSTRACT

Wadud Ubaidillah, *The Influence of Brand Image, Price, and Product Quality on Purchase Decision (Study on Xiaomi's Brand Smartphone Users at Trunojoyo University of Madura)*, under the guidance of Suyono, S.E., M.S.M.

The study aims to analyse: (1) The influence of brand image towards purchase decision on Xiaomi's brand smartphones, (2) The influence of price towards purchase decision on Xiaomi's brand smartphones, (3) The influence of product quality towards purchase decision on Xiaomi's brand smartphones, (4) The influence of brand image, price, and product quality simultaneously towards purchase decision on Xiaomi's brand smartphones, and (5) which is the most dominant independent variable affect the purchase decision of Xiaomi's brand smartphones.

The type of this research is a survey study with a quantitative approach. The population on this study are active students of Trunojoyo University of Madura who have ever bought and used Xiaomi's smartphones. Sampling techniques on this research is using purposive sampling and obtained 100 respondents of sample. Data collection techniques is using questionnaire that have tested their validity and reliability. The data analysis technique is using multiple linear regression.

The result of the study indicate that all hypotheses can be accepted with the results: Brand image, price, and product quality partially and simultaneously have a positive and significant effect on purchase decision; Product quality is the most dominant variable affecting purchase decision; and adjusted r^2 explained that the brand image, price, and product quality can explain the purchase decision by 67,6%.

The conclusions of the study are: (1) Brand image has a positive and significant effect towards purchase decision on Xiaomi's brand smartphones; (2) Price has a positive and significant effect towards purchase decision on Xiaomi's brand smartphones; (3) Product quality has a positive and significant effect towards purchase decision on Xiaomi's brand smartphones; (4) Brand image, price, and product quality simultaneously have a positive and significant effect towards purchase decision on Xiaomi's brand smartphones; and (5) Product quality has a dominant effect on purchase decision.

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

ABSTRAK

Wadud Ubaidillah, Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian (Studi pada Mahasiswa Pengguna *Smartphone* Merek Xiaomi di Universitas Trunojoyo Madura), dibawah bimbingan Suyono, S.E., M.S.M.

Penelitian ini bertujuan untuk menganalisis: (1) pengaruh citra merek terhadap keputusan pembelian *smartphone* merek Xiaomi, (2) pengaruh harga terhadap keputusan pembelian *smartphone* merek Xiaomi, (3) pengaruh kualitas produk terhadap keputusan pembelian *smartphone* merek Xiaomi, (4) pengaruh citra merek, harga, dan kualitas produk secara simultan terhadap keputusan pembelian *smartphone* merek Xiaomi, dan (5) variabel bebas mana yang paling dominan berpengaruh terhadap keputusan pembelian *smartphone* merek Xiaomi.

Jenis penelitian ini merupakan penelitian survei dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah mahasiswa aktif Universitas Trunojoyo Madura yang pernah membeli dan menggunakan *smartphone* merek Xiaomi. Teknik pengambilan sampel menggunakan *Purposive Sampling*, dan diperoleh jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi linear berganda.

Hasil penelian menunjukkan bahwa seluruh hipotesis dapat diterima dan diperoleh hasil: Citra merek, Harga, dan Kualitas produk secara parsial dan simultan berpengaruh positif dan signifikan terhadap keputusan pembelian; Kualitas produk menjadi variabel yang paling dominan berpengaruh terhadap keputusan pembelian; dan *adjusted* r^2 menjelaskan bahwa variabel citra merek, harga, dan kualitas produk dapat menjelaskan variabel keputusan pembelian sebesar 67,6%.

Kesimpulan pada penelitian ini yaitu: (1) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek Xiaomi; (2) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek Xiaomi; (3) Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek Xiaomi; (4) Citra merek, harga, dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek Xiaomi; dan (5) Kualitas produk berpengaruh dominan terhadap keputusan pembelian *smartphone* merek Xiaomi.

Kata kunci: Citra Merek, Harga, Kualitas Produk, Keputusan Pembelian.