

ABSTRACT

Septia Dea Saputri, The Effect of Brand Image, Online Consumer Review, and Price on Oppo Smartphone Purchasing Decisions for FEB Students at Trunojoyo University Madura. Under the guidance of Hadi Purnomo, S.E., M.M. S1 Management Study Program, Trunojoyo Madura University.

This research is motivated by the decline in the number of purchases of Oppo smartphones. The purpose of this study was to determine the effect of brand image, online consumer review and price on purchasing decisions on Oppo smartphones. The subject of this research is FEB students of Trunojoyo Madura University who use Oppo smartphones. This type of research uses quantitative methods using primary and secondary data. The sampling technique used in this study was purposive sampling with a sample size of 96 respondents. The data collection technique was obtained using a questionnaire that had been tested for validity and reliability. This study uses multiple linear regression analysis tools with the help of the SPSS 24 program.

The results of the study using partial tests showed that the brand image variable had an effect on purchasing decisions, the online consumer review variable had no effect on purchasing decisions, and the price variable had an effect on purchasing decisions. From the simultaneous results, it shows that the brand image variable, online consumer review, and price have a significant effect on purchasing decisions.

Keywords: Brand Image, Online Consumer Review, Price, Purchase Decision

ABSTRAK

Septia Dea Saputri, Pengaruh *Brand Image*, *Online Consumer Review*, dan Harga Terhadap Keputusan Pembelian *Smartphone* Oppo Pada Mahasiswa FEB Universitas Trunojoyo Madura. Di bawah bimbingan Hadi Purnomo, S.E., M.M. Program Studi S1 Manajemen, Universitas Trunojoyo Madura.

Penelitian ini dilatar belakangi karena adanya penurunan jumlah pembelian *smartphone* Oppo. Tujuan penelitian ini untuk mengetahui pengaruh *brand image*, *online consumer review* dan harga terhadap keputusan pembelian pada *smartphone* Oppo. Subjek penelitian ini yakni mahasiswa FEB Universitas Trunojoyo Madura pengguna *smartphone* Oppo. Jenis penelitian ini menggunakan metode kuantitatif dengan menggunakan data primer dan sekunder. Teknik pengambilan sampel yang digunakan dalam penelitian ini yakni purposive sampling dengan jumlah sampel sebanyak 96 responden. Teknik pengumpulan data diperoleh dengan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Penelitian ini menggunakan alat analisis regresi linier berganda dengan bantuan program SPSS 24.

Hasil penelitian dengan menggunakan uji parsial menunjukkan variabel *brand image* berpengaruh terhadap keputusan pembelian, variabel *online consumer review* tidak berpengaruh terhadap keputusan pembelian, dan variabel harga berpengaruh terhadap keputusan pembelian. Dari hasil simultan menunjukkan bahwa variabel *brand image*, *online consumer review*, dan harga berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Brand Image, Online Consumer Review, Harga, Keputusan Pembelian