

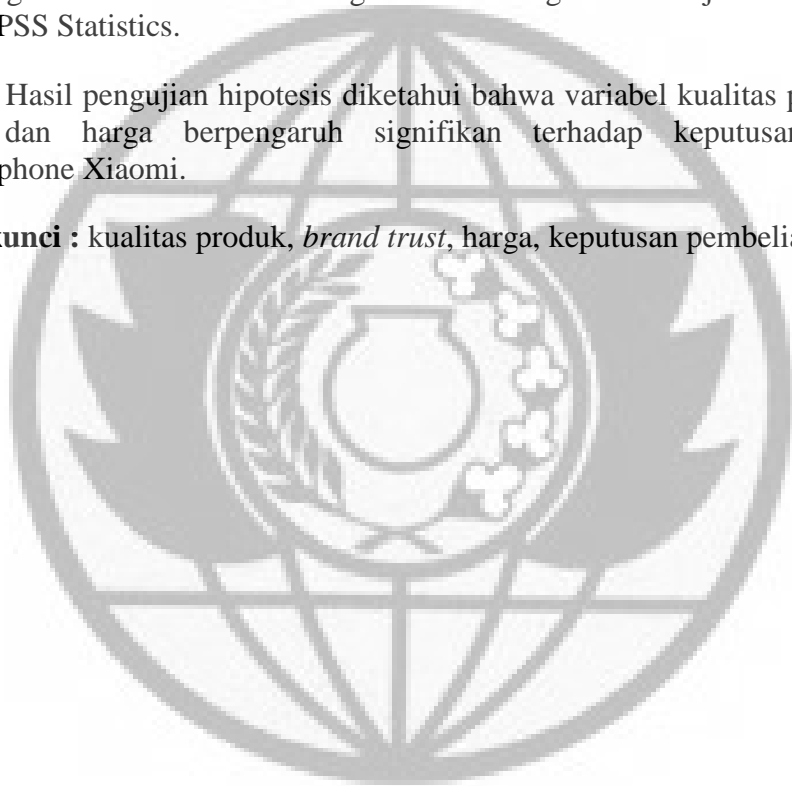
## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, brand trust, dan harga terhadap keputusan pembelian Smarthphone Xiaomi.

Jenis penelitian yang digunakan yaitu kuantitatif dengan metode kausal komparatif. Populasi dalam penelitian ini adalah mahasiswa STIESIA Surabaya yang menggunakan smarthphone Xiaomi. Sumber data yang digunakan adalah data primer, teknik pengambilan sampel menggunakan simple random sampling dengan jumlah sampel sebanyak 100 responden. Sedangkan teknik analisis data yang digunakan adalah analisis regresi linear berganda dan uji t dibantu software IBM SPSS Statistics.

Hasil pengujian hipotesis diketahui bahwa variabel kualitas produk, brand trust, dan harga berpengaruh signifikan terhadap keputusan pembelian smarthphone Xiaomi.

**Kata kunci :** kualitas produk, *brand trust*, harga, keputusan pembelian



## **ABSTRACT**

*The research aimed to find out the effect of product quality, brand trust, and price on the buying decision of Xiaomi smartphone. The research was quantitative with comparative-causal as its approach. While, the population was students of STIESIA Surabaya which used Xiaomi smartphone. Moreover, the data were primary. Furthermore, the data collection technique used simple random sampling. In line with, there were 100 respondents as sample.*

*In addition, the data analysis technique used multiple linear regression and t-test with IBM SPSS Statistics. From the hypothesis test result, it concluded product quality had significant effect on the buying decision of Xiaomi smartphone. Likewise, brand trust had significant effect on the buying decision of Xiaomi smartphone. As well as product quality and brand trust, price had significant effect on the buying decision of Xiaomi smartphone.*

*In brief, product quality, brand trust, and price had collectively significant effect on the buying decision of Xiaomi smartphone.*

**Keywords:** *product quality, brand trust, price, buying decision*

