

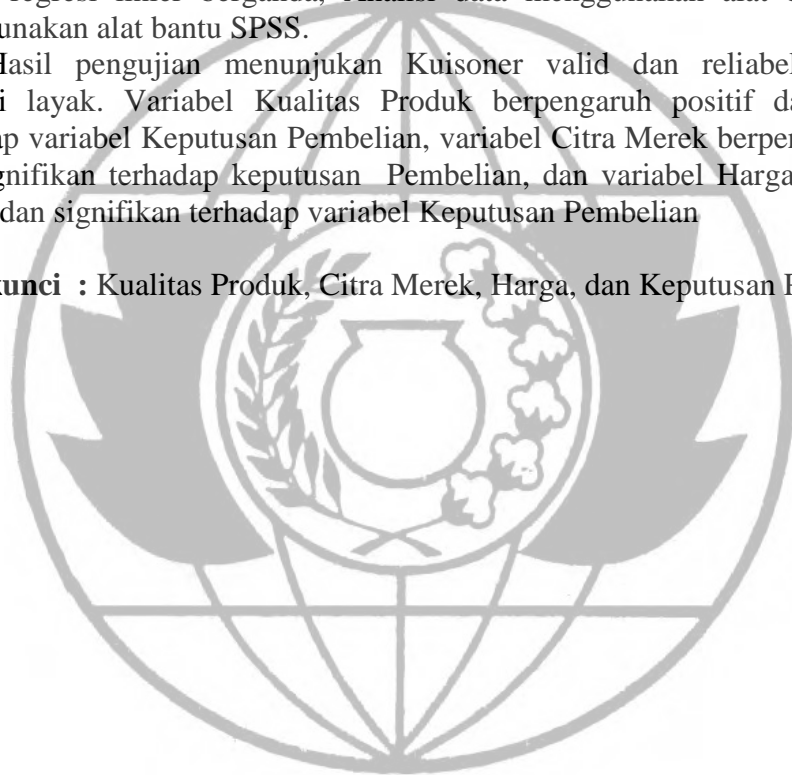
ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Kualitas Produk, Citra Merek, dan Harga terhadap Keputusan Pembelian handphone Samsung. Populasi yang digunakan pada penelitian ini adalah mahasiswa STIESIA Surabaya yang jumlah anggotanya tidak terbatas.

Jenis penelitian ini adalah kuantitatif. Anggota sampel sebanyak 100 responden. Menjumpai responden dengan teknik accidental sampling. Pengumpulan data menggunakan kuisioner disebar ke mahasiswa STIESIA Surabaya konsumen handphone Samsung. Pengujian instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan dalam penelitian ini adalah regresi linier berganda, Analisis data menggunakan alat bantu dengan menggunakan alat bantu SPSS.

Hasil pengujian menunjukkan Kuisioner valid dan reliabel. Persamaan Regresi layak. Variabel Kualitas Produk berpengaruh positif dan signifikan terhadap variabel Keputusan Pembelian, variabel Citra Merek berpengaruh positif dan signifikan terhadap keputusan Pembelian, dan variabel Harga berpengaruh positif dan signifikan terhadap variabel Keputusan Pembelian

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



ABSTRACT

This research aimed to examine the effect of product quality, brand image, and price of Samsung's buying decisions. The population was students of STIESIA Surabaya with an unlimited number of members.

The research was quantitative. Moreover, there were 100 respondents as the sample. Furthermore, the data collection technique used accidental sampling. For the instrument, questionnaires were distributed to students of STIESIA who were consumers of Samsung. Additionally, the testing of the instruments used validity and reability tests. Also, the data analysis technique used multiple linear regression with SPSS.

The research result showed that the questionnaires were valid and reliable. Besides, the regression equation was also properly used. Additionally, product quality had a positive and significant affect on buying decisions. Likewise, the brand image had a positive and significant effect on buying decisions. Similarly, the price had a positive and significant effect on buying decisions.

Keywords : Product Quality, Brand Image, Price,

