

## ABSTRAK

Penggunaan *smartphone* di Indonesia diprediksi akan terus meningkat, karena harga *smartphone* yang semakin terjangkau dan penggunaannya yang mudah membuat semakin meningkatnya peminat *smartphone* di Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap minat beli, harga terhadap minat beli dan citra merek terhadap minat beli *smartphone* Oppo di Surabaya.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kausal komparatif. Populasi yang digunakan pada penelitian ini yaitu konsumen yang telah melakukan pembelian *smartphone* Oppo di Surabaya. Sumber data yang digunakan yaitu data primer. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *accidental sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 100 responden. Adapun teknik analisa yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda dengan menggunakan alat bantu SPSS (*Statistical Product and Service Solution*) versi 23.0.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap minat beli *smartphone* Oppo di Surabaya. Harga berpengaruh positif dan signifikan terhadap minat beli *smartphone* Oppo di Surabaya. Citra merek berpengaruh positif dan signifikan terhadap minat beli *smartphone* Oppo di Surabaya.

**Kata Kunci :** kualitas produk, harga, citra merek, minat beli.

## ABSTRACT

*Due to affordable price of smartphones and its ease of usage, many consumers in Indonesia are increasing in number. Therefore, it predict the use of smartphones will increase continuously. This research aimed to examine the effect of product quality, price and brand image on buying interests of Oppo in Surabaya.*

*The research was causal comparative. Moreover, the population was consumers who had bought Oppo in Surabaya. Furthermore, the data sources were primary. Additionally, the data collection technique used accidental sampling. In line with that, there were 100 respondents as the sample. While the instrument in data collection technique used questionnaires. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 23.*

*The research result concluded that product quality had a positive and significant effect on consumers buying interests of Oppo in Surabaya. Likewise, price had a positive and significant effect on consumers buying interests of Oppo in Surabaya. Similarly, brand image had a positive and significant effect on consumers buying interests of Oppo in Surabaya*

**Keywords:** product quality, price, brand image, buying interests.

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