

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Produk, Harga, Citra Merek terhadap Minat Beli *Smartphone* Vivo di Surabaya. Obyek yang digunakan dalam penelitian ini adalah konsumen yang membeli *Smartphone* Vivo di Surabaya.

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 100 responden yang melakukan pembelian *Smartphone* Vivo yang diambil menggunakan teknik metode *accidental sampling*. Data dikumpulkan melalui *google form* kuesioner. Metode analisis yang digunakan adalah *Partial Least Square* dengan menggunakan software SmartPLS 3.0.

Hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli, Harga berpengaruh positif dan signifikan terhadap Minat Beli, selanjutnya Citra Merek berpengaruh positif dan signifikan terhadap Minat Beli.

Kata kunci: Kualitas Produk, Harga, Citra Merek dan Minat Beli.

ABSTRACT

This research aimed to analyze the effect of product quality, price, and brand image on the consumer's buying interest in Vivo smartphones in Surabaya,

The research was descriptive-quantitative. Moreover, the data collection technique used accidental sampling. In line with that, there were 100 respondents who bought Vivo smartphones as the samples. Furthermore, the data were taken from questionnaires through Google Forms. The data analysis technique used Partial Least Square with Smart PLS 3.0.

The result concluded that product quality had a positive and significant effect on the consumers' buying interest in Vivo smartphones in Surabaya. Likewise, the price had a significantly positive effect on the consumers' buying interest in Vivo smartphones in Surabaya. Similar, the brand image had a positive and significant effect on the consumers' buying interest in Vivo smartphones in Surabaya.

Keywords: Product Quality, Price, Brand Image, Buying Interest