

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk, citra merek, dan harga terhadap keputusan pembelian *smartphone* merek Vivo.

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 100 responden yang merupakan *user* produk *smartphone* merek Vivo yang diambil menggunakan teknik *purposive sampling*. Pengumpulan data menggunakan kuesioner. Metode analisis data dengan menggunakan analisis regresi linear berganda dengan bantuan program SPSS versi 26.

Hasil penelitian menunjukkan bahwa variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek Vivo artinya kualitas produk terbukti membawa pengaruh terhadap keputusan pembelian. Variabel citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek Vivo artinya citra merek terbukti membawa pengaruh terhadap keputusan pembelian. Variabel harga berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* merek Vivo artinya harga terbukti membawa pengaruh terhadap keputusan pembelian.

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

ABSTRACT

This research aimed to examine and analyze the effect of product quality, brand image, and price on the purchasing decisions of Vivo smartphones.

The research was descriptive-quantitative. Moreover, the data collection technique used purposive sampling. In line with that, 100 respondents used Vivo smartphones as the sample. Furthermore, the instrument in the data collection technique used a questionnaire. The data analysis technique used multiple linear regression with SPSS 26 (Statistical Product and Service Solution).

The result showed that product quality had a positive and significant effect on the purchasing decisions of Vivo smartphones. It meant the product quality proved to affect purchasing decisions. Likewise, brand image had a positive and significant effect on the purchasing decisions of Vivo smartphones. This meant the price proved to affect purchasing decisions. Similarly, price had a positive and significant effect on the purchasing decisions of Vivo smartphones. This meant the brand image proved to affect purchasing decisions.

Keywords: *Product Quality, Brand Image, Price, Purchasing*



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