

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh Citra Merek, Kualitas Produk, dan Persepsi Harga terhadap Keputusan Pembelian Smartphone Oppo Studi pada Mahasiswa Unisbank Semarang. Pengambilan sampel dalam penelitian ini menggunakan Purposive Sampling yang berjumlah 100 responden. Pengambilan sampel dengan kriteria Mahasiswa Unisbank Semarang dan pernah memutuskan membeli Smartphone Oppo. Pengujian dalam data ini menggunakan uji instrument, analisis linier berganda, dan uji model. Berdasarkan uji hipotesis diperoleh bahwa Citra Merek tidak berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, selanjutnya Persepsi Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata Kunci: citra merek, kualitas produk, persepsi harga, keputusan pembelian.

ABSTRACT

This research aims to find out and analyze the influence of Brand Image, Product Quality, and Price Perception on the Purchasing Decision of Smartphone Oppo studies at Unisbank Semarang Students. In this study, the population used is the students of Unisbank Semarang University. Sampling in this study used purposive sampling, amounting to 100 respondents. Sampling with criteria: Unisbank Semarang students and have ever decided to buy an Oppo smartphone. Testing data in this study uses instrument testing, multiple linear analysis and model testing. Based on hypothesis testing, it is found that brand image has no positive and significant effect on purchasing decisions, product quality affects positive and significant impact on purchasing decisions, then the perception of price has a positive and significant effect on purchasing decisions.

Keywords: brand image, product quality, price perception, purchasing decisions.