

**Keputusan Pembelian Smartphone Oppo
(Studi Pada Kelurahan Pondok Benda, Tangerang Selatan)**

Disusun Oleh

Jodi Kusumah

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh Citra Merek, Harga, dan Kualitas Produk. Populasi dalam penelitian ini adalah konsumen smartphone merek Oppo. Ukuran sampel diambil sebanyak 75 orang responden, dengan metode probability sampling. Pengumpulan data dilakukan melalui penyebaran kuisioner. Teknik analisis yang digunakan adalah metode analisis PLS (Partial Least Square). Hasil penelitian ini menunjukkan bahwa (1) Citra Merek tidak berpengaruh signifikan terhadap Keputusan Pembelian. (2) Harga berpengaruh signifikan terhadap Keputusan Pembelian (3) Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian

Kata Kunci: Citra Merek, Harga, Kualitas Produk dan Keputusan Pembelian

***The Purchase Intention Of Oppo Smartphone
(Study of District Administered Pondok Benda, Tangerang Selatan)***

By

Jodi Kusumah

Abstract

This research is a quantitative research that aims to determine the effect of Brand Image, Price, and Product Quality. The population in this study were consumers of Pondok Benda District South Tangerang. The sample size was taken as many as 75 respondents, with probability sampling method, especially. Data collection is done through the distribution of questionnaires. The analysis technique used is the method of PLS (Partial Least Square) analysis. The results of this study indicate that (1) Brand Image has no significant effect on Purchasing Decisions. (2) Price has significant effect on Purchasing Decisions (3) Product Quality has significant effect on Purchasing Decisions.

Keywords: Brand Image, Price, Product Quality and Purchase Decision