

**INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND
PRICE PERCEPTION OF PURCHASING DECISIONS
ON XIAOMI SMARTPHONES**

By

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Abstract

This research was conducted to test how big purchasing decisions Towards Smartphones Xiaomi, as the influence of product quality, brand image and perception of the price. The population in this research is the community Neighborhood Pondok Cabe, Tangerang Selatan. Sampling techniques using a purposive sampling by taking samples as many as 75 people. Data collection questionnaire with likert scale using method PLS (Partial Least Square) with the software SmartPLS 3.0. The results of this study suggest that (1) the quality of the product significantly to influential buying decision. (2) the brand image has no effect against significant purchasing decisions. (3) the perception of price effect significantly to purchasing decisions.

Keyword : product quality, brand image, perception of price and purchasing decisions

PENGARUH KUALITAS PRODUK, CITRA MEREK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE* XIAOMI

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Abstrak

Penelitian ini dilakukan untuk menguji seberapa besar Keputusan Pembelian Terhadap *Smartphone* Xiaomi, seperti pengaruh Kualitas Produk, Citra Merek dan Persepsi Harga. Populasi dalam penelitian ini adalah masyarakat Kelurahan Pondok Cabe, Tangerang Selatan. Teknik pengambilan sampel menggunakan *purposive sampling* dengan mengambil sampel sebanyak 75 orang. Pengumpulan data menggunakan kuesioner dengan skala likert dengan metode PLS (*Partial Least Square*) dengan *software SmartPLS3.0*. Hasil penelitian ini menunjukkan bahwa (1) kualitas produk berpengaruh signifikan terhadap keputusan pembelian. (2) citra merek tidak berpengaruh signifikan terhadap keputusan pembelian. (3) persepsi harga berpengaruh signifikan terhadap keputusan pembelian.

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