

Pengaruh Kualitas Produk, Harga, Citra Merek Terhadap Keputusan Pembelian Produk *Smartphone* Samsung *Galaxy A5* Warga Kecamatan Cilandak Jakarta Selatan

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Abstrak

Perkembangan zaman kini semakin pesat, ditandai dengan adanya perkembangan teknologi, informasi, dan komunikasi yang semakin pesat. Seperti bertambah banyaknya masyarakat yang menggunakan media komunikasi berupa *Handphone*. Samsung Mobile Phone telah ada sejak tahun 1983. Perusahaan yang berbasis di Korea Selatan ini telah berdagang dan memproduksi barang-barang elektronik selama hampir 70 tahun. Penelitian ini dilakukan untuk menguji ada atau tidaknya pengaruh kualitas produk, harga, citra merek terhadap keputusan pembelian produk *Smartphone* Samsung *galaxy A5* . Kualitas produk dipengaruhi oleh kinerja, fitur, kehandalan, kesesuaian, daya tahan, kemampuan layanan dan estetika. Harga dipengaruhi oleh harga yang bersaing, harga sesuai kualitas, harga promosi dan kesesuaian harga dengan daya beli. Citra merek dipengaruhi oleh Assosiasi merek, keputusan membeli dan perilaku setelah pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial dan simultan kualitas produk, harga, citra merek terhadap keputusan pembelian. Teknik pengumpulan data menggunakan data primer dengan menyebarkan kuesioner kepada 100 responden. Teknik pengambilan sampel dalam penelitian ini adalah *Non Probability Sampling* dengan metode *Purposive Sampling*. Teknik analisis menggunakan analisis regresi berganda. Hasil penelitian secara simultan dan parsial kualitas produk, harga, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian.

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

Effect of Product Quality, Price, Brand Image Against Purchasing Decision of Smartphone Products of Samsung Galaxy A5 Citizens of Cilandak District of South Jakarta

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Abstract

The development of the current era more rapidly, marked by the development of technology, information, and communication is increasingly rapidly. Like the increasing number of people who use communication media such as Mobile. Samsung Mobile Phone has been around since 1983. The South Korea-based company has been trading and producing electronic goods for nearly 70 years. This study was conducted to test whether or not the effect of product quality, price, brand image on the decision to buy Samsung Galaxy A5 Smartphone product. Product quality is influenced by performance, features, reliability, suitability, durability, serviceability and aesthetics. Price is influenced by competitive price, price according to quality, price of promotion and price match with purchasing power. Brand image is influenced by brand association, buying decisions and behavior after purchase. This study aims to determine the effect of partial and simultaneous product quality, price, brand image of purchasing decisions. Data collection techniques used primary data by spreading questionnaires to 100 respondents. Sampling technique in this research is Non Probability Sampling with Purposive Sampling method. The analysis technique used multiple regression analysis. The results of research simultaneously and partial product quality, price, brand image have a positive and significant impact on purchasing decisions

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