

ABSTRAK

**ANALISIS PENGARUH BRAND IMAGE, HARGA, FASILITAS DAN
KUALITAS TERHADAP PERILAKU KONSUMEN
DALAM MEMBELI SEBUAH PRODUK
Studi Kasus pada Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma
Yogyakarta Pengguna Produk *Smartphone* Samsung**

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Tujuan penelitian ini adalah: (1) untuk mengetahui pengaruh *brand image*, harga, fasilitas, dan kualitas bersama-sama (simultan) terhadap perilaku konsumen pengguna produk *smartphone* Samsung. (2) untuk mengetahui pengaruh *brand image* terhadap perilaku konsumen pengguna produk *smartphone* Samsung, (3) untuk mengetahui pengaruh harga terhadap perilaku konsumen pengguna produk *smartphone* Samsung, (4) untuk mengetahui pengaruh fasilitas terhadap perilaku konsumen pengguna produk *smartphone* Samsung, (5) untuk mengetahui pengaruh kualitas terhadap perilaku konsumen pengguna produk *smartphone* Samsung. Penelitian ini dilakukan pada Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma, Yogyakarta. Sampel yang digunakan sebanyak 100 responden yaitu pada mahasiswa yang menggunakan produk *smartphone* Samsung. Pengambilan sampel menggunakan *judgmental sampling*. Pengumpulan data menggunakan kuesioner. Analisis data yang digunakan yaitu : analisis deskriptif, analisis regresi linier berganda, uji F, uji t, dan koefisien determinasi. Berdasarkan hasil penelitian, hasil uji F menunjukkan bahwa ada pengaruh *brand image*, harga, fasilitas dan kualitas secara bersama-sama (simultan) terhadap perilaku konsumen. Hasil uji t menunjukkan bahwa fasilitas dan kualitas tidak berpengaruh secara parsial terhadap perilaku konsumen sedangkan harga dan *brand image* berpengaruh secara parsial terhadap perilaku konsumen.

Kata Kunci: *brand image*, harga, fasilitas, kualitas, perilaku konsumen

ABSTRACT

**ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRICE,
FACILITY AND QUALITY TO BEHAVIOR OF CONSUMER IN
BUYING A PRODUCT**

**(Case Study on Faculty of Economics Student Sanata Dharma
University Yogyakarta Using Samsung Smartphone)**

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This study aims to determine (1) to analyses the influence of brand image, the price, facility, and quality together (simultaneously) to behavior of consumer as users of Samsung smartphone products. (2) the influence of brand image towards to behaviour of consumer as users of Samsung smartphone products, (3) the influence of the price towards to behavior of consumer as users of Samsung smartphone products (4) the influence of the facility towards to behaviour of consumer as users of Samsung smartphone products (5) the quality towards to behaviour of consumer as users of Samsung smartphone products The research was conducted on Faculty of Economics Student Sanata Dharma University, Yogyakarta. The sample used in this research consists of 100 respondents who are the students that using of Samsung smarthphone products and taken by judgmental sampling technique. Data was collected by spreading questionnaire. Analytical methods used were descriptive analysis, multiple linear regression analysis, F test, t test , and coefficient of determination. Based on the research, the result of F test showed that of brand image, price, facility and quality influenced analyze simultaneously to behavior of consumer. The result of t test showed that of facility and quality did not influence partially to behaviour of consumer while price and brand image influenced partially to behaviour of consumer.

Keywords: *brand image, price, facility, quality, behaviour of consumer*