

**ABSTRAK**

**PENGARUH CITRA MEREK, DAN KUALITAS PRODUK TERHADAP  
MINAT BELI *HANDPHONE* SAMSUNG**

**Studi Pada Mahasiswa Universitas Sanata Dharma  
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Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, dan kualitas produk terhadap minat beli *Handphone* Samsung. Penelitian ini dilakukan pada Mahasiswa Universitas Sanata Dharma Yogyakarta yang menggunakan Produk *Handphone* Samsung. Sampel dalam penelitian berjumlah 100 responden. Pengambilan sampel menggunakan *convenience sampling*, sedangkan pengumpulan data dilakukan dengan menggunakan kuesioner. Analisis Regresi Linier Berganda digunakan untuk menguji pengaruh citra merek, dan kualitas produk terhadap minat beli *handphone* Samsung. Hasil penelitian ini menunjukkan: 1) citra merek, dan kualitas produk secara simultan berpengaruh signifikan terhadap minat beli *handphone* Samsung, 2) citra merek, dan kualitas produk secara parsial berpengaruh signifikan terhadap minat beli *handphone* Samsung.

Kata Kunci: Citra Merek, Kualitas Produk, dan Minat Beli *handphone* Samsung.

**ABSTRACT**

**THE INFLUENCE OF BRAND IMAGE, AND PRODUCT QUALITY  
TOWARDS THE BUYING INTEREST OF SAMSUNG *MOBILE PHONE***

**Study in Faculty of Economics Students, University Sanata Dharma**

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This study aims to determine the influence of brand image, and the quality of the product to the interest in buying Samsung Mobile. This research was conducted at Students of Sanata Dharma University Yogyakarta using Samsung Mobile Product. Samples in the study amounted to 100 respondents. Sampling using convenience sampling, while data collection was done by using questionnaire. Multiple Linear Regression Analysis is used to test the effect of brand image, and product quality on Samsung's buying interest in mobile phones. The results of this study indicate: 1) brand image, and product quality simultaneously had significant effect on the buying of Samsung mobile phone, 2) brand image, and product quality had significant effect on the buying interest of Samsung mobile phone influence.

**Keywords:** Brand Image, Product Quality, and Buying Interest Samsung  
*mobile phone*