

## ABSTRAK

### **PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN PROMOSI PRODUK TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE* SAMSUNG**

Studi Kasus pada Mahasiswa Pengguna *Smartphone* Samsung  
Di Universitas Sanata Dharma Yogyakarta

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Yogyakarta, 2018

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, kualitas produk, dan promosi produk terhadap keputusan pembelian *smartphone* samsung pada seluruh mahasiswa pengguna *smartphone* samsung di Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah seluruh mahasiswa pengguna *smartphone* samsung di Universitas Sanata Dharma Yogyakarta, dengan sampel sebanyak 100 responden. Teknik pengambilan sampel adalah teknik nonprobabilitas *sampling* yaitu *sampling incidental*. Teknik pengumpulan data yang digunakan adalah kuesioner. Metode analisis data menggunakan teknik analisis regresi linear berganda, uji asumsi klasik, uji hipotesis F, uji hipotesis t, koefisien determinasi. Hasil penelitian menunjukkan bahwa citra merek, kualitas produk, dan promosi produk secara simultan berpengaruh terhadap keputusan pembelian *smartphone* samsung. Citra merek dan promosi produk secara parsial berpengaruh positif terhadap keputusan pembelian *smartphone* samsung.

Kata kunci: citra merek, kualitas produk, promosi produk, keputusan pembelian.

**ABSTRACT**

**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRODUCT PROMOTION ON SAMSUNG *SMARTPHONE* BUYING DECISION**

A Case Study of Samsung Smartphone-User Students

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Yogyakarta, 2018

The aim this research is to knowledge the influence of brand image, product quality, and product promotion on Samsung smartphone buying decision. The population of this research is all of Samsung smartphone-user students at Sanata Dharma University Yogyakarta, with a sample of 100 respondents. The sampling technique is nonprobability sampling technique, that is incidental sampling technique. The data collecting technique used is questionnaire. The data analysis method used is multiple linear regression analysis technique, classical assumption test, hypothesis test F, hypothesis test t, and coefficient of determination. The research result shows that brand image, product quality, and product promotion is simultaneously influence Samsung smartphone buying decision. Brand image and product promotion partially have positive effect on Samsung smartphone buying decision.

Keywords: brand image, product quality, product promotion, buying decision.