

ABSTRAK

PENGARUH CITRA MEREK TERHADAP MINAT BELI *SMARTPHONE* OPPO

MAHASISWA FAKULTAS EKONOMI UNIVERISTAS SANATA DHARMA

YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh citra merek terhadap minat beli *smartphone* OPPO pada mahasiswa Fakultas Ekonomi di Universitas Sanata Dharma Yogyakarta. Populasi dari penelitian ini ialah mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta, dengan sampel sebanyak 100 mahasiswa. Pengambilan sampel menggunakan teknik *purposive sampling*. Teknik pengumpulan data menggunakan teknik kuesioner. Analisis data menggunakan teknik analisis regresi sederhana. Hasil penelitian menunjukkan bahwa citra merek berpengaruh terhadap minat beli *smartphone* OPPO.

Kata kunci : citra merek, minat beli

ABSTRACT

THE INFLUENCE OF BRAND IMAGE TOWARDS THE INTEREST OF PURCHASING OPPO SMARTPHONE AT FACULTY ECONOMICS SANATA DHARMA UNIVERSITY YOGYAKARTA

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This research aims to determine the influence of brand image towards the interest of buying OPPO smartphones in Faculty of Economics Sanata Dharma University Yogyakarta. The population of this research is student of Faculty of Economics Sanata Dharma University students as many as 100 students. Sample was determined using purposive sampling techniques. Data collection employed questionnaire techniques. Data analysis uses Simple Regression Analysis. The research found that the brand image influenced the interest of purchasing OPPO smartphones.

Key word : brand image, buying interest