

**ABSTRAK****Pengaruh Citra Merek, Persepsi terhadap Harga, dan Persepsi terhadap Kualitas Produk Pada Minat Beli Ulang Ponsel Samsung dan Oppo**

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Persaingan bisnis ponsel pintar saat ini sangat kompetitif dan mengharuskan perusahaan ponsel pintar menyusun strategi berupa pembentukan citra merek, persepsi yang positif terhadap harga, persepsi yang positif terhadap kualitas produk. Penelitian ini adalah menggunakan penelitian kuantitatif, dengan sampel sebanyak 160 responden. Sampel diambil menggunakan teknik *accidental sampling*. Data dikumpulkan dengan menggunakan kuesioner. Teknik analisis data yang digunakan adalah regresi linier berganda dan *independent sample t-test*. Hasil penelitian menunjukkan bahwa citra merek, persepsi terhadap harga, persepsi terhadap kualitas produk berpengaruh positif pada minat beli ulang ponsel Samsung dan Oppo. Hasil penelitian juga menunjukkan bahwa ada perbedaan Citra merek, persepsi terhadap harga dan minat beli ulang untuk ponsel Samsung dibanding Oppo. Selain itu persepsi terhadap kualitas produk tidak ada perbedaan dalam untuk ponsel Samsung dibanding Oppo.

**Kata Kunci:** Citra Merek, Persepsi terhadap Harga, dan Persepsi terhadap Kualitas Produk, dan Minat Beli Ulang

## ABSTRACT

### **Influence of Brand Image, Price Perception, and Product Quality Perception on Repurchase Intention of Samsung and Oppo Smartphone**

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Intense competition in the smartphone business smartphone companies to develop strategies for developing brand image, positive perception of price, positive perception of product quality. This research is a quantitative research, with a sample group of 160 respondents. Samples were taken using accidental sampling technique. Data were collected using a questionnaire. The data analysis techniques used are multiple linear regression and independent sample t-test. Results show that brand image, perception of price, perception of product quality positive influenced repurchase intention of Samsung and Oppo smartphone. Results also differences in brand image, perception of price and repurchase intention of Samsung compared to Oppo smartphone. No difference was found in terms of perception of product quality of Samsung compared to Oppo smartphone.

**Keyword:** Influence of Brand Image, Price Perception, and Product Quality Perception on Repurchase Intention of Samsung and Oppo Smartphone.