

ABSTRAK

PENGARUH *BRAND AMBASSADOR*, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE* *VIVO*

Studi Pada Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui pengaruh *brand ambassador*, kualitas produk, harga terhadap keputusan pembelian. Populasi dalam penelitian ini adalah Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma yang pernah membeli *smartphone vivo*. Jumlah sampel sebanyak 100 responden. Teknik pemilihan sampel yang digunakan adalah Purposive Sampling. Teknik analisi data dalam penelitian ini adalah Analisi regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa (1) *brand ambassador*, kualitas produk, harga secara bersama-sama berpengaruh terhadap keputusan pembelian. (2) *brand ambassador* berpengaruh positif terhadap keputusan pembelian. (3) kualitas produk berpengaruh positif terhadap keputusan pembelian. (4) harga berpengaruh positif terhadap keputusan pembelian.

Kata kunci : *brand ambassador*, kualitas produk, harga, keputusan pembelian.

ABSTRACT

INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND PRICE ON VIVO SMARTPHONE PURCHASE DECISION

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This research aims to know the influence of brand ambassadors, product quality, price on purchasing decisions. The population in this study were students of the Faculty of Economics, Sanata Dharma University who had bought a vivo smartphone. The sampling size is 100 respondents. The sampling technique used is purposive sampling. The data analysis technique in this research is multiple linear regression analysis.

The results of this study indicate that (1) brand ambassador, product quality, price together influence the purchase decision. (2) brand ambassadors have a positive influence on purchasing decisions. (3) product quality has a positive effect on purchasing decisions. (4) the price has a positive effect on purchasing decisions.

Keywords: brand ambassador, product quality, price, purchase decision.