

**ABSTRAK**  
**PENGARUH CITRA MEREK, HARGA DAN IKLAN TERHADAP MINAT**  
**BELI SMARTPHONE VIVO**

Studi pada mahasiswa Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh citra merek terhadap minat beli *smartphone* Vivo, (2) pengaruh harga terhadap minat beli *smartphone* Vivo, (3) pengaruh iklan terhadap minat beli *smartphone* Vivo. Metode penelitian adalah kuantitatif. Teknik pengambilan sampel menggunakan *Purposive Sampling*. Data diperoleh dari kuesioner yang disebarakan kepada 100 responden. Populasi penelitian adalah mahasiswa Universitas Sanata Dharma. Analisis data menggunakan *Ms. Excel 2010* dan aplikasi *SPSS Statistics 16*. Teknik analisis data dalam penelitian ini adalah analisis regresi linear berganda, uji asumsi klasik dan analisis deskriptif. Hasil penelitian ini menunjukkan bahwa : (1) citra merek, harga dan iklan berpengaruh secara simultan terhadap minat beli *smartphone* Vivo, (2) citra merek berpengaruh secara parsial terhadap minat beli *smartphone* Vivo, (3) harga tidak berpengaruh secara parsial terhadap minat beli *smartphone* Vivo, dan (4) iklan berpengaruh secara parsial terhadap minat beli *smartphone* Vivo

Kata Kunci : Citra Merek, Harga, Iklan, Minat Beli

**ABSTRACT**  
**THE INFLUENCE OF BRAND IMAGE, PRICES AND ADVERTISING**  
**TOWARDS BUYING INTEREST OF SMARTPHONE VIVO**

A study at Sanata Dharma University Yogyakarta

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This study aims to determine: (1) the effect of brand image on interest in buying Vivo smartphones; (2) the effect of price on interest in buying Vivo smartphones; and (3) the effect of advertising on interest in buying Vivo smartphones. The research method is quantitative. The sampling technique used was purposive sampling. The data was obtained from questionnaires distributed to 100 respondents. The research population is Sanata Dharma University students. Data analysis was performed using Microsoft Excel 2010 and the SPSS Statistics 16 application. The data analysis techniques used in this research are multiple linear regression analysis, the classical assumption test, and descriptive analysis. The results of this study indicate that: (1) brand image, price, and advertising have a simultaneous effect on interest in buying Vivo smartphones; (2) brand image has a partial effect on interest in buying Vivo smartphones; (3) price does not partially affect buying interest in Vivo smartphones; and (4) advertising has a partial effect on buying interest in Vivo smartphones.

Keywords: Brand Image, Price, Advertising, Buying Interest