

ABSTRAK

**PENGARUH DIFERENSIASI PRODUK, INOVASI PRODUK, DAN CITRA MEREK
TERHADAP KEPUTUSAN PEMBELIAN PONSEL PINTAR iPhone DI
YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui pengaruh diferensiasi produk, inovasi produk, dan citra merek terhadap keputusan pembelian ponsel pintar iPhone di Yogyakarta. Populasi dalam penelitian ini adalah pengguna ponsel pintar iPhone di Yogyakarta. Jumlah sampel sebanyak 150 responden. Uji instrumen yang digunakan adalah uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, regresi linear berganda. Pengolahan data menggunakan Software SPSS Statistics 25.0. Hasil penelitian menunjukkan bahwa 1) diferensiasi produk, inovasi produk dan citra merek berpengaruh terhadap keputusan pembelian ponsel pintar iPhone di Yogyakarta, 2) diferensiasi produk berpengaruh terhadap keputusan pembelian ponsel pintar iPhone di Yogyakarta, 3) inovasi produk berpengaruh terhadap keputusan pembelian ponsel pintar iPhone di Yogyakarta, 4) citra merek berpengaruh terhadap keputusan pembelian ponsel pintar iPhone di Yogyakarta.

Kata kunci: diferensiasi produk, inovasi produk, citra merek, dan keputusan pembelian

ABSTRACT

THE EFFECT OF PRODUCT DIFFERENCE, PRODUCT INNOVATION, AND BRAND IMAGE ON THE DECISION TO PURCHASE iPhone SMARTPHONE IN YOGYAKARTA

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This study aims to determine the effect of product differentiation, product innovation, and brand image on purchasing decisions of iPhone smartphones in Yogyakarta. The population in this study are iPhone smartphone users in Yogyakarta. The number of samples is 150 respondents. The instrument was tested for its validity and reliability. The data analysis and techniques used as this research are descriptive analysis, classical assumption test, multiple linear regression. Data was processed using SPSS Statistics 25.0 Software. The results of the study show that 1) product differentiation, product innovation and brand image have an effect on iPhone smartphone purchasing decisions in Yogyakarta, 2) product differentiation has an effect on iPhone smartphone purchasing decisions in Yogyakarta, 3) product innovation has an effect on iPhone smartphone purchasing decisions in Yogyakarta, 4) brand image influences the decision to buy an iPhone smart phone in Yogyakarta.

Keywords: product differentiation, product innovation, brand image, and purchasing decisions