

ABSTRAK

Skripsi dengan judul “ Pengaruh Citra Merek, Kualitas Produk, dan Harga terhadap Keputusan Pembelian Smartphone Xiaomi pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri Tulungagung” ini ditulis oleh Nur Eni Shintiya. NIM 17402153365, Pembimbing Dr. Ali Mauludi, AC., M.A

Penelitian ini dilatarbelakangi oleh Seiring dengan perkembangan zaman, banyak sekali variasi teknologi saat ini telah memberikan dampak yang besar bagi semua bidang, Baik dibidang teknologi itu sendiri atau dalam bidang ekonomi seperti pengaruh perilaku konsumen dalam mengambil keputusan pembelian smartphone. Smartphone adalah salah satu produk yang saat ini digemari para masyarakat dari semua kalangan, mulai dari anak kecil hingga dewasa.

Dimana rumusan masalah dalam penelitian ini ialah (1) Bagaimana faktor citra merek berpengaruh signifikan terhadap keputusan pembelian smartphone Xiaomi? (2) Bagaimana faktor kualitas produk berpengaruh signifikan terhadap keputusan pembelian smartphone Xiaomi? (3) Bagaimana faktor harga berpengaruh signifikan terhadap keputusan pembelian smartphone Xiaomi? (4) Bagaimana faktor citra merek, kualitas produk, dan harga berpengaruh simultan terhadap keputusan pembelian smartphone Xiaomi?

Dalam penelitian ini menggunakan pendekatan kuantitatif dengan subyek penelitian Mahasiswa Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung. Untuk tehnik pengumpulan data dilakukan dengan cara observasi dan angket. Tahap selanjutya, menganalisis data, dengan model regresi berganda, hipotesis, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa: (1) pengaruh citra merek tidak berpengaruh positif dan tidak signifikan terhadap keputusan pembelian smartphone Xiaomi. (2) pengaruh kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian smartphone Xiaomi.(3) pengaruh harga berpengaruh positif dan signifikan terhadap keputusan pembelian smartphone Xiaomi. (4) pengaruh citra merek, kualitas produk, dan harga berpengaruh positif dan tidak signifikan terhadap keputusan pembelian smartphone Xiaomi.

Kata Kunci : *Citra Merek, Kualitas Produk, Harga, dan Keputusan Pembelian*

ABSTRACT

The thesis entitled "The Influence of Brand Image, Product Quality, and Price on the Purchase Decision of Xiaomi Smartphone for Students of the Faculty of Economics and Business in the Islamic Institute of Tulungagung State Islamic Institute" was written by Nur Eni Shintiya. NIM 17402153365, Advisor Dr. Ali Mauludi, AC., M.A

This research is motivated by the development of times, there are many variations of technology today that have had a major impact on all fields, both in the field of technology itself or in the economic field such as the influence of consumer behavior in making smartphone purchasing decisions. A smartphone is one product that is currently favored by people from all walks of life, ranging from small children to adults.

Where the formulation of the problem in this study is (1) How do brand image factors have a significant effect on Xiaomi's smartphone purchasing decisions? (2) How do product quality factors have a significant effect on Xiaomi's smartphone purchasing decisions? (3) How does the price factor have a significant effect on Xiaomi's smartphone purchase decisions? (4) How do brand image factors, product quality, and price have a simultaneous effect on Xiaomi's smartphone purchasing decisions?

In this study using a quantitative approach to the research subjects of the Students of the Faculty of Economics and Islamic Business IAIN Tulungagung. For data collection techniques carried out by observation and questionnaire. The next stage is analyzing the data with multiple regression models, hypotheses, and conclusions.

The results showed that: (1) the influence of brand image did not have a positive and insignificant effect on Xiaomi's smartphone purchase decisions. (2) the effect of product quality has a positive and significant effect on Xiaomi's smartphone purchase decisions. (3) the effect of prices has a positive and insignificant effect on Xiaomi's smartphone purchase decisions. (4) the influence of brand image, product quality, and price has a positive and insignificant effect on Xiaomi's smartphone purchase decisions.

Keywords: *Brand Image, Product Quality, Price, and Purchasing Decision*