

**Pengaruh Citra Merek dan Kualitas Produk Terhadap
Keputusan Pembelian (survey pengguna smartphone
samsung pada forum Samsung Indonesia di Facebook)**

SKRIPSI

Diajukan untuk memenuhi salah satu
syarat Menempuh Ujian Sidang Sarjana
pada
Program Studi Pendidikan Bisnis



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**PROGRAM STUDI PENDIDIKAN BISNIS
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**PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN**
(Survei Pengguna *Smartphone* Samsung pada Forum Samsung Indonesia di
Facebook)

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat
memperoleh gelar Sarjana pada Fakultas Pendidikan Ekonomi
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LEMBAR PENGESAHAN
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ABSTRAK

Desi Mainila Sari (1406723), “**Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian (Survei Pengguna *Smartphone* Samsung Pada Forum Samsung Indonesia di Facebook)**”. Dibawah bimbingan Dr. Bambang Widjajanta, M.M. dan Sulastri S.Pd., M.Stat., M.M

Dunia globalisasi menjadi tantangan tersendiri bagi perusahaan, karena persaingan semakin berat dan banyak pilihan konsumen, serta persaingan bisnis saat ini semakin kompetitif. Salah satu kebutuhan sosial yang mengalami perkembangan signifikan di era globalisasi ini adalah teknologi dan komunikasi. Pesatnya kemajuan teknologi dalam dunia bisnis menyebabkan peningkatan permintaan untuk berbagai jenis teknologi dan perangkat telekomunikasi. Penelitian ini bertujuan untuk memperoleh (1) Bagaimana gambaran citra merek *smartphone* Samsung pada Forum Samsung Indonesia di Facebook; (2) Bagaimana gambaran kualitas produk *smartphone* Samsung pada Forum Samsung Indonesia di Facebook; (3) Bagaimana gambaran keputusan pembelian *smartphone* Samsung pada Forum Samsung Indonesia di Facebook; (4) Apakah terdapat pengaruh citra merek terhadap keputusan pembelian *smartphone* Samsung pada Forum Samsung Indonesia di Facebook; (5) Apakah terdapat pengaruh kualitas produk terhadap keputusan pembelian *smartphone* Samsung pada Forum Samsung Indonesia di Facebook. Metode penelitian yang digunakan adalah metode *explanatory survey* dengan Sampel berjumlah sebanyak 80 responden. Teknik analisis data yang digunakan adalah Regresi Linear Berganda dengan Teknik *simple random sampling*. Berdasarkan hasil analisis data yang dilakukan, diperoleh kesimpulan bahwa Citra Merek dan Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian dengan pengaruh berkategori baik. Penulis merekomendasikan agar perusahaan perlu untuk mengambil sikap yang lebih agresif dengan cara perkenalkan produk baru, meningkatkan kualitas produk, iklan dan promosi agar dapat mengurangi resiko ketika ada tindakan kompetitif berpotensi merusak dan hal ini apabila diperhatikan oleh perusahaan dapat meningkatkan keputusan pembelian pada produknya.

Kata kunci: Citra Merek, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Desi Mainila Sari (1406723), ***“The Influence of Brand Image and Product Quality on Purchase Decisions (Survey of Samsung Smartphone Users at the Samsung Indonesia Forum on Facebook)”***. Under the guidance of Dr. Bambang Widjajanta, M.M. and Sulastri S.Pd., M.Stat., M.M

The world of globalization is a challenge for companies, because the competition is getting tougher and there are many choices for consumers, as well as business competition today is increasingly competitive. One of the social needs that has experienced significant development in this era of globalization is technology and communication. The rapid advancement of technology in the business world has led to an increasing demand for various types of technology and telecommunications equipment. This study aims to obtain (1) How is the image of the Samsung smartphone brand image at the Samsung Indonesia Forum on Facebook; (2) What is the picture of the quality of Samsung's smartphone products at the Samsung Indonesia Forum on Facebook; (3) What is the picture of the decision to purchase a Samsung smartphone at the Samsung Indonesia Forum on Facebook; (4) Is there any influence of brand image on Samsung smartphone purchase decisions at the Samsung Indonesia Forum on Facebook; (5) Is there any influence of product quality on Samsung smartphone purchasing decisions at the Samsung Indonesia Forum on Facebook. The research method used is an explanatory survey method with a sample of 80 respondents. The data analysis technique used is Multiple Linear Regression with simple random sampling technique. Based on the results of data analysis carried out, it was concluded that Brand Image and Product Quality had a positive effect on Purchase Decisions with the effect of being categorized as good. The author recommends that companies need to take a more aggressive attitude by introducing new products, improving product quality, advertising and promotions in order to reduce the risk when there is a potentially damaging competitive action and this if the company pays attention to it can improve purchasing decisions on its products.

Keywords: Brand Image, Product Quality, Purchase Decision

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