

ABSTRAK

Penelitian ini berjudul keputusan pembelian smartphone vivo berdasarkan brand image, kualitas produk, harga dimasa pandemi covid 19. Sumber data yang digunakan dalam penelitian ini berupa penyebaran kuesioner kepada konsumen yang memutuskan pembelian produk *smartphone* vivo di Tom's Cell Kalisat. Teknik pengambilan sampel berdasarkan teknik *non probability sampling* yaitu *accidental sampling* dimana sampel dipilih secara kebetulan. Teknik analisis data yang digunakan yaitu uji statistik deskriptif, uji instrumen data (uji validitas, uji reliabilitas), uji asumsi klasik (uji normalitas, multikolinieritas, uji heteroskedastisitas), analisis regresi linier berganda dan uji hipotesis (uji t, koefisien determinasi). Hasil analisis regresi linier berganda menggunakan uji t yang menyatakan bahwa terdapat pengaruh signifikan dari variabel brand image, kualitas produk, harga berpengaruh secara signifikan terhadap keputusan pembelian.

Kata kunci: keputusan pembelian, *brand image*, kualitas produk, harga



ABSTRACT

This research is entitled Vivo smartphone purchase decisions based on brand image, product quality, prices during the covid 19 pandemic. The source of data used in this study is the distribution of questionnaires to consumers who decide to purchase vivo smartphone product at Tom's Cell Kalisat. The sampling technique is based on non-probability sampling technique, namely accidental sampling where the sample is selected by chance. Data analysis techniques used include descriptive statistical tests, data instrument tests (validity test, reliability test), classical assumption test (normality test, multicollinearity, heteroscedasticity test), multiple linear regression analysis and hypothesis testing (t test, coefficient of determination). The results of multiple linear regression analysis using t test which states that there is a significant effect of the variable brand image, product quality, price significantly influence purchasing decisions.

Keywords : *purchasing decision, brand image, product quality, price*

