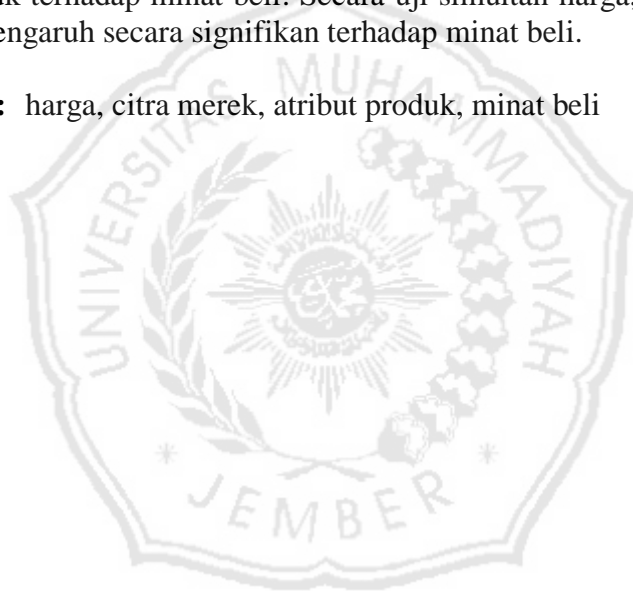


## ABSTRAK

Penelitian dengan judul pengaruh harga, citra merek, dan atribut produk terhadap minat beli Smartphone Oppo. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh melalui penyebaran kuesioner kepada mahasiswa Universitas Muhammadiyah Jember Fakultas Ekonomi Program studi Manajemen Angkatan 2014. Adapun yang menjadi populasi dalam penelitian ini adalah mahasiswa Universitas Muhammadiyah Jember sebanyak 200 orang dan peneliti mengambil sampel sebanyak 96 mahasiswa. Metode pengambilan sampel yang digunakan berdasarkan teknik non probability yaitu *purposive sampling* dimana sampel dipilih secara sengaja dan metode analisis yang digunakan adalah analisis regresi linear berganda. Hasil analisis regresi berganda menggunakan uji t menyatakan bahwa terdapat pengaruh signifikan dari variabel harga, citra merek, atribut produk terhadap minat beli. Secara uji simultan harga, citra merek, atribut produk berpengaruh secara signifikan terhadap minat beli.

**Kata Kunci:** harga, citra merek, atribut produk, minat beli



## **ABSTRACT**

*Research with the title influence of price, brand image, and product attributes on buying interest in Oppo smartphones. The data used in this study is primary data obtained through questionnaires to students of Muhammadiyah Jember University Faculty of Economics, 2014 Management Study Program. As for the population in this study were 200 Muhammadiyah University students in Jember and researchers took as many as 96 students. The sampling method used is based on non-probability technique which is purposive sampling where the sample is chosen deliberately and the analysis method used is multiple linear regression analysis. The results of multiple regression analysis using t test states that there is a significant effect of price variables, brand image, product attributes on buying interest. In a simultaneous test of price, brand image, product attributes significantly influence buying interest.*

*Keywords: price, brand image, product attributes, buying interest*

