

ABSTRAK

Nola Amelia, NPM: 71210312048, judul: Pengaruh Kualitas Produk, Citra Merek dan Harga Terhadap Keputusan Pembelian Ponsel iPhone (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Program Studi Manajemen Angkatan 2021), serta dibimbing oleh: Dr. Dra. Nilawati Nasti. MM sebagai Dosen Pembimbing I dan Julienda Br Harahap SE., MM sebagai Dosen Pembimbing II.

Tujuan dari penelitian ini yaitu untuk menganalisis dan mengetahui seberapa besar pengaruh kualitas produk terhadap keputusan pembelian ponsel iPhone dikalangan Mahasiswa, pengaruh citra merek terhadap keputusan pembelian ponsel iPhone dikalangan Mahasiswa, dan pengaruh harga terhadap keputusan pembelian ponsel iPhone dikalangan Mahasiswa. Penelitian ini dilakukan di Universitas Islam Sumatera Utara tepatnya pada Fakultas Ekonomi dan Bisnis Program Studi Manajemen Angkatan 2021. Dalam pengambilan sampel menggunakan teknik *simple random sampling*, dengan total sampel berjumlah 63 responden. Metode yang digunakan dalam penelitian adalah metode analisis regresi linear berganda. Jenis penelitian ini yaitu penelitian kuantitatif. Hasil penelitian ini, yaitu: (1) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian ponsel iPhone pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Program Studi Manajemen angkatan 2021. (2) Citra Merek tidak berpengaruh positif dan signifikan terhadap keputusan pembelian ponsel iPhone pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Program Studi Manajemen angkatan 2021. (3) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian ponsel iPhone pada Mahasiwa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Program Studi Manajemen Angkatan 2021.

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

ABSTRAK

Nola Amelia, NPM: 71210312048, title: The Effect of Product Quality, Brand Image an Price on Purchasing Decisions for iPhone Mobile Phones (Study on Students of the Faculty of economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021), and guided by: Dr. Dra Nilawati Nasti, MM as Supervisor I and Julienda Br Harahap SE.,MM as Supervisor II.

The purpose of this study was to analyze and find out how much influence product quality has on purchasing decisions for iPhone phones among students, the effect of brand image on purchasing decisions for iPhone phones among students, and the effect of price on purchasing decisions for iPhone phones among students. This research was conducted at the Islamic University of North Sumatra, precisely at the Faculty of Economics and Business, Management Study Program, Class of 2021. In sampling using simple random sampling technique, with a total sample of 63 respondents. The method used in the research in multiple linear regression analysis method. This type of research is quantitative research. The results of this study, namely: (1) product quality has a positive and significant effect on purchasing decisions for iPhone cellphones for students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2021. (2) Brand image has no positive and significant effect on purchasing decisions for iPhone phones for students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2021. (3) Price has a positive and significant effect on purchasing decisions for iPhone cellphones for student of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2021.

Keywords: Product Quality, Brand Image, Price, Purchase Decision.