

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *product quality*, *brand image* dan kepercayaan terhadap keputusan pembelian *smartphone* xiaomi pada masyarakat yang berada di Yogyakarta. Populasi dalam penelitian ini adalah masyarakat pengguna *smartphone* xiaomi di Yogyakarta, dengan sampel sebanyak 100 responden. Teknik pengambilan sampel adalah teknik nonprobabilitas *sampling* yaitu *sampling incidental*. Teknik pengumpulan data yang digunakan adalah kuesioner. Metode analisis data menggunakan teknik analisis regresi linear berganda, uji asumsi klasik, uji hipotesis F, uji hipotesis t, koefisien determinasi.

Berdasarkan hasil penelitian menunjukkan bahwa *product quality*, *brand image* dan kepercayaan secara simultan berpengaruh terhadap keputusan pembelian *smartphone* xiaomi. *Product quality* dan kepercayaan secara parsial berpengaruh positif terhadap keputusan pembelian *smartphone* xiaomi.

Kata kunci: *product quality*, *brand image*, kepercayaan, keputusan pembelian.

## **ABSTRACT**

This research aims to determine the influence of product quality, brand image and confidence in the decision of the smartphone purchase of Xiaomi in the community in Yogyakarta. The population in this research is the Xiaomi smartphone user community in Yogyakarta, with a sample of 100 respondents. The sampling technique is a nonprobability sampling technique that is sampling incidental. The data collection techniques used are questionnaires. Data analysis methods employ multiple linear regression analysis techniques, classical assumption tests, F-hypothesis tests, T-hypothesis tests, coefficient of determination.

Based on the results shows that the product quality, brand image and trust simultaneously affect the purchase decision of Xiaomi smartphones. Product quality and partial belief positively affect the purchase decision of Xiaomi smartphones.

Keywords: product quality, brand image, trust, purchasing decisions.