

**PENGARUH CITRA MEREK, HARGA, DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN IPHONE (STUDI KASUS : MAHASISWA UNIVERSITAS
MERCU BUANA YOGYAKARTA)**

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ABSTRAK

Penelitian ini bertujuan untuk: (1) Mengetahui pengaruh citra merek terhadap keputusan pembelian iPhone di Universitas Mercu Buana Yogyakarta. (2) Mengetahui pengaruh harga terhadap keputusan pembelian iPhone di Universitas Mercu Buana Yogyakarta. (3) Mengetahui pengaruh kualitas produk terhadap keputusan pembelian iPhone di Universitas Mercu Buana Yogyakarta. Citra Merek (X1), Harga (X2), Kualitas Produk (X3) sebagai variabel bebas dan Keputusan Pembelian (Y) sebagai variabel terikat. Sampel Berjumlah 102 Orang dengan jumlah populasi di Universitas Mercu Buana Yogyakarta. Teknik pengambilan sampel menggunakan random sampling. Pengumpulan data menggunakan kuisioner. Uji Validitas Instrumen menggunakan korelasi dari tabel (r) pada $\alpha= 5\%$. Sedangkan uji reabilitas menggunakan metode Cronbach Alpha. Serta analisis data menggunakan analisis regresi linear berganda. Pada hasil penelitian yang diperoleh menunjukkan bahwa (1) variabel citra merek (X1) secara parsial berpengaruh signifikan terhadap keputusan pembelian (Y). (2) variabel harga (X2) secara parsial berpengaruh signifikan terhadap keputusan pembelian (Y). (3) Variabel kualitas produk (X3) secara parsial berpengaruh signifikan terhadap Keputusan Pembelian (Y). (4) sedangkan secara simultan atau bersama-sama variabel Citra merek (X1), Harga (X2) dan Kualitas Produk (X3) berpengaruh signifikan terhadap keputusan pembelian (Y) di Universitas Mercu Buana Yogyakarta

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

THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON IPHONE PURCHASE DECISIONS (CASE STUDY: MERCU BUANA YOGYAKARTA UNIVERSITY STUDENTS)

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Abstract

This research aims to: (1) to knowing the effect of brand image on iPhone purchasing decision at the University of Mercu Buana Yogyakarta. (2) Knowing the price impact on the decision of iPhone purchase at the University of Mercu Buana Yogyakarta. (3) Knowing the effect of product quality on iPhone purchase decision at the University of Mercu Buana Yogyakarta. Brand Image (X1), Price (X2), product quality (X3) as a variable free and purchase decision (Y) as a bound variable. Sample amounted to 102 peoples with a population number at the University of Mercu Buana Yogyakarta. Sampling techniques using purposif sampling. Data collection using questionnaire. The instrument validity test uses the korelation of the table (r) at $\alpha = 5\%$. While the reusability test uses the Cronbach Alpha method. As well as data analysis using multiple linear regression analyzers. The results of the study indicated that (1) the brand image variable (X1) partially impacted significantly to the purchase decision (Y). (2) variable price (X2) partial effect significantly to the purchase decision (Y). (3) Product quality variables (X3) partially impact significantly on purchase decision (Y). (4) while simultaneously or jointly variable brand image (X1), Price (X2) and product quality (X3) significantly affect the purchase decision (Y) at the University of Mercu Buana Yogyakarta

Keywords: brand image, price, product quality, purchase decision.