

## ABSTRACT

*This research aimed to know the Influence of product quality, price and brand image on the purchase decision (case study for Samsung Android smartphone users in West Jakarta. This research using quantitative-descriptive approach. The research population is Samsung Android smartphone users in West Jakarta (infinity), because the amount of population not certainly known, so the calculation of the sample number used Hair method that have 120 respondents. Data retrieval done by spreading research questionnaire to respondents at research location. The data that already obtained was analyzed by Partial Least Square (PLS). The results of this research shows that product quality has positive and significant effect on the purchase decision of Samsung Android smartphone. The price has positive and significant effect on the purchase decision of Samsung Android smartphone. And brand image has positive and significant effect on the purchase decision of Samsung Android smartphone.*

**Keywords : Product Quality, Price, Brand Image, And Purchase Decision**



## ABSTRAK

Penelitian ini untuk mengetahui pengaruh kualitas produk, harga, dan citra merek (*brand image*) terhadap keputusan pembelian (studi kasus pada pengguna *smartphone* Samsung Android di Jakarta Barat). Penelitian ini menggunakan pendekatan deskriptif kuantitatif. Populasi penelitian ini adalah pengguna *smartphone* Samsung Android di Jakarta Barat (tidak terhingga), karena jumlah populasi tidak diketahui secara pasti maka perhitungan jumlah sampel menggunakan metode Hair sehingga berjumlah 120 responden. Pengambilan data dilakukan dengan cara menyebarkan kuesioner penelitian kepada responden di lokasi penelitian. Data yang diperoleh dianalisis menggunakan *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* Samsung Android. Harga berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* Samsung Android. Dan citra merek (*brand image*) berpengaruh positif dan signifikan keputusan pembelian *smartphone* Samsung Android.

**Kata Kunci : Kualitas Produk, Harga, Citra Merek (*Brand Image*) dan Keputusan Pembelian.**

