

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh persepsi kualitas, fitur dan citra merek terhadap keputusan pembelian *smartphone* Xiaomi. Populasi dalam penelitian ini adalah penduduk Jakarta Selatan. Sampel yang dipergunakan adalah sebanyak 155 orang, dihitung berdasarkan rumus Hair, et al (2010). Penarikan sampel menggunakan *purposive sampling*. Teknik pengumpulan data menggunakan instrumen penelitian kuesioner. Metode analisis data menggunakan *Partial Least Square*. Hasil Penelitian ini menunjukkan bahwa persepsi kualitas berpengaruh positif dan signifikan terhadap keputusan pembelian, fitur berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan Pembelian.

**Kata Kunci** : Persepsi Kualitas, Fitur, Citra Merek, Xiaomi



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## **ABSTRACT**

*This study aims to examine the effect of perceived quality, features and brand image on purchasing decisions for Xiaomi smartphones. The population in this study were residents South of Jakarta. The sample used was 155 people, calculated based on the formula Hair, et al (2010). Sampling using purposive sampling. The data collection technique used a questionnaire research instrument. Data analysis method using Partial Least Square. The results of this study indicate that perceived quality has a positive and significant effect on purchasing decisions, features have a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions.*

**Keywords:** *Perceived Quality, Features, Brand Image, Xiaomi*

