

ABSTRAK

Albert Ruvell (01619190053)

Dimas Mediarto (01619190007)

Feronia Meilinda (01619190025)

**PENGARUH *BRAND IMAGE*, *PERCEIVED QUALITY*, *CELEBRITY ENDORSER*,
HARGA, DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN
SMARTPHONE SAMSUNG GALAXY S20 SERIES DI PROVINSI DKI JAKARTA**

(178 halaman; 20 gambar; 20 tabel; 23 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *brand image*, *perceived quality*, *celebrity endorser*, *harga*, dan *word of mouth* terhadap keputusan pembelian smartphone Samsung Galaxy S20 Series di wilayah Provinsi DKI Jakarta. Penelitian ini melibatkan 429 responden ditambah dengan 5 narasumber yang merupakan pengguna Samsung Galaxy S20 series yang berdomisili dalam lingkup Provinsi DKI Jakarta. Pengumpulan data untuk penelitian ini dilakukan dengan menyebarkan kuesioner yang berisi 50 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode *simple random sampling*. Data dianalisis dengan menggunakan metode Regresi Linier Berganda. Hasil penelitian menunjukkan *brand image*, *perceived quality*, *harga*, dan *word of mouth* berpengaruh secara positif dan signifikan terhadap keputusan pembelian smartphone Samsung Galaxy S20 Series di Provinsi DKI Jakarta.. Sedangkan *celebrity endorser* tidak berpengaruh secara signifikan terhadap keputusan pembelian smartphone Samsung Galaxy S20 Series di Provinsi DKI Jakarta. Implikasi manajerial yang dihasilkan pada penelitian ini diharapkan dapat menjadi pedoman dan saran bagi manajemen Samsung untuk dapat terus mempertahankan eksistensinya, terutama untuk produk-produk smartphone Samsung Galaxy S20 Series, di tengah persaingan industri

Kata Kunci : *samsung*, *brand image*, *perceived quality*, *celebrity endorser*, *harga*, *word of mouth*, keputusan pembelian

ABSTRACT

Albert Ruvell (01619190053)

Dimas Mediarto (01619190007)

Feronia Meilinda (01619190025)

IMPACT OF BRAND IMAGE, PERCEIVED QUALITY, CELEBRITY ENDORSER, HARGA, DAN WORD OF MOUTH TO THE PURCHASE DECISION OF SMARTPHONE SAMSUNG GALAXY S20 SERIES IN SPECIAL CAPITAL DISTRICT OF JAKARTA

(178 pages; 20 picture; 20 tables; 23 attachments)

The purpose of this study is to determine the influence of brand image, perceived quality, celebrity endorser, harga, and word of mouth to the purchase decision of smartphone Samsung Galaxy S20 Series in Special Capital District of Jakarta. This study is using 429 respondents and 5 interviewers of user Samsung Galaxy S20 series that citizens domicile in Special Capital District of Jakarta. Data are collected using 50 items questionnaires that measured with 1-5 Likert Scale and distributed with simple random sampling method. Multiple Linear Regression (MLR) analysis method is used to analyze the data. The study results that brand image, perceived quality, price dan word of mouth have a positive and significant influence to the purchase decision of smartphone Samsung Galaxy S20 Series in Special Capital District of Jakarta. On the other hand, celebrity endorser does not have a significant influence to the purchase decision of smartphone Samsung Galaxy S20 Series in Special Capital District of Jakarta. This study is expected to be used as the guidelines and suggestions for Samsung management to be able to continue maintaining its existence, especially for Samsung Galaxy S20 Series smartphone products, in the midst of industrial competition.

Keywords : *samsung, brand image, perceived quality, celebrity endorser, harga, word of mouth, purchase decision*