

ABSTRACT

ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE DECISION OF SMARTPHONE XIAOMI IN BOGOR CITY

(132 pages; 8 pictures, 26 tables, 6 attachments)

This study examines the xiaomi company with the purpose of writing, namely: To find out whether price has a positive influence on purchasing decisions, to find out whether product quality has a positive influence on purchasing decisions, to find out whether brand image has a positive influence on purchasing decisions. The mobile phone company with the Xiaomi brand has launched its first smartphone in 2011, then in 2019 the Xiaomi company became a company which is the fourth largest smartphone manufacturer in the world. The xiaomi company determines the price based on the quality of the products and services they offer. A brand image of a company is determined by the quality and service they provide to their customers. The Xiaomi company itself is one of the smartphone companies that has the advantage of selling smartphones at relatively cheap prices so that it will be easy to attract customers from all walks of life. Based on this, the researchers are interested in conducting further analysis related to the influence of price, product quality, and brand image on purchasing decisions on Xiaomi smartphones in the city of Bogor. in this study using primary data obtained from previous studies and this research was carried out directly in the field. The method used is a quantitative method in this study in order to measure the data systematically. In this study, an electronic questionnaire was used which was distributed through Google Forms which would then be filled in by the respondents and constituted the data used in this study. The author determines several criteria in determining the respondents, namely: Xiaomi smartphone users, domiciled in Bogor and students in the city of Bogor. The total respondents in this study were 195 respondents who were then used as research samples. The data collection technique of this research is purposive sampling. The results of this study found that: price has a positive influence on purchasing decisions supported by 0.245 units, product quality has a positive influence on purchasing decisions not supported by 0.033 units, brand image has a positive influence on purchasing decisions supported by 0.137 units. So this study has 2 supported and 1 unsupported hypotheses.

Keywords: Price, Quality Product, Brand Image and Purchasing Decision