

## ABSTRAKSI

### **MULYA, 1916120094 PENGARUH HARGA, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE SAMSUNG (STUDI KASUS KECAMATAN PANONGAN KABUPATEN TANGERANG)**

Skripsi . Program Studi Manajemen, 2023

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

Dari hasil analisis data penelitian, diperoleh hubungan antara variabel harga (X1) terhadap keputusan pembelian (Y) sebesar 0,714 tingkat hubungan kuat. Untuk besarnya nilai pengaruh variabel (X1) berpengaruh terhadap keputusan pembelian (Y) adalah sebesar 42,8% yang dilihat dari standardized Coefficients Beta. Berdasarkan hasil uji hipotesis diperoleh dengan nilai  $t_{hitung}$  7,741 dan  $t_{tabel}$  1,660 jadi  $t_{hitung} > t_{tabel}$  maka  $H_0$  ditolak  $H_a$  diterima yang berarti bahwa variabel (X1) terhadap (Y) memiliki pengaruh yang signifikan. Dari hasil analisis data penelitian, diperoleh hubungan antara variabel kualitas produk (X2) terhadap keputusan pembelian (Y) sebesar 0,782 tingkat hubungan kuat. Untuk besarnya nilai pengaruh variabel kualitas produk (X2) terhadap keputusan pembelian (Y) adalah sebesar 42,4% yang dilihat dari standardized Coefficients Beta. Berdasarkan hasil uji koefisien determinasi ( $R^2$ ). Berdasarkan hasil uji hipotesis diperoleh dengan nilai  $t_{hitung}$  7,178 dan  $t_{tabel}$  1,660 jadi  $t_{hitung} > t_{tabel}$  maka  $H_0$  ditolak  $H_a$  diterima yang berarti bahwa variabel kualitas produk (X2) terhadap keputusan pembelian (Y) memiliki pengaruh yang signifikan. Dari hasil analisis data penelitian, diperoleh hubungan antara variabel citra merek (X3) terhadap keputusan pembelian (Y) sebesar 0,630 tingkat hubungan kuat. Untuk besarnya nilai pengaruh variabel citra merek (X3) terhadap keputusan pembelian (Y) adalah sebesar 74.% yang dilihat dari standardized Coefficients Beta. Berdasarkan hasil uji koefisien determinasi ( $R^2$ ). Berdasarkan hasil uji hipotesis diperoleh dengan nilai  $t_{hitung}$  9.224 dan  $t_{tabel}$  1,660 jadi  $t_{hitung} > t_{tabel}$  maka  $H_0$  ditolak  $H_a$  diterima yang berarti bahwa variabel citra merek (X3) terhadap keputusan pembelian (Y) memiliki pengaruh yang signifikan. Apabila secara simultan nilai hubungan antara variabel (X1) (X2) dan (X3) terhadap (Y) sebesar 0,783 tingkat hubungannya kuat. Berdasarkan hasil uji F (Anova) atau  $F_{hitung}$  sebesar 50.601 dimana lebih besar dari  $F_{tabel}$  sebesar 2.70 dengan tingkat signifikansi 0,000 karena  $0,000 < 0,05$ , maka dapat disimpulkan bahwa variabel (X1), (X2) dan (X3) secara simultan berpengaruh terhadap variabel (Y) sebesar 60,0% sisanya 40,0% di pengaruhi oleh faktor lain.

## **ABSTRAKSI**

### **MULYA, 1916120094 PENGARUH HARGA, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE SAMSUNG (STUDI KASUS KECAMATAN PANONGAN KABUPATEN TANGERANG)**

Skripsi . Program Studi Manajemen, 2023

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

From the results of research data analysis, the relationship between the price variable (X1) and purchasing decisions (Y) is 0.714, a strong relationship level. The magnitude of the influence value of the variable (X1) which influences purchasing decisions (Y) is 42.8% as seen from the standardized Beta Coefficients. Based on the results of the hypothesis test, the value of tcount is 7.741 and ttable is 1.660, so tcount > ttable, then Ho is rejected, Ha is accepted, which means that the variable (X1) on (Y) has a significant influence. From the results of research data analysis, the relationship between the product quality variable (X2) and purchasing decisions (Y) is 0.782, a strong relationship level. The magnitude of the influence value of the product quality variable (X2) on purchasing decisions (Y) is 42.4% as seen from the standardized Beta Coefficients. Based on the results of the coefficient of determination test (R2). Based on the results of the hypothesis test, it was obtained with a value of tcount of 7.178 and ttable of 1.660, so tcount > ttable, Ho was rejected, Ha was accepted, which means that the product quality variable (X2) on purchasing decisions (Y) has a significant influence. From the results of research data analysis, the relationship between the brand image variable (X3) and purchasing decisions (Y) is 0.630, a strong relationship level. The magnitude of the influence value of the brand image variable (X3) on purchasing decisions (Y) is 74.% as seen from the standardized Beta Coefficients. Based on the results of the coefficient of determination test (R2). Based on the results of the hypothesis test, it was obtained with a value of tcount of 9.224 and ttable of 1.660, so tcount > ttable, Ho was rejected, Ha was accepted, which means that the brand image variable (X3) on purchasing decisions (Y) has a significant influence. If simultaneously the relationship value between variables (X1) (X2) and (X3) with (Y) is 0.783, the relationship level is strong. Based on the results of the F (Anova) test or Fcount of 50.601 which is greater than Ftable of 2.70 with a significance level of 0.000 because  $0.000 < 0.05$ , it can be concluded that the variables (X1), (X2) and (X3) simultaneously influence the variable (Y) is 60.0%, the remaining 40.0% is influenced by other factors.

