

# **PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN *HANDPHONE* MEREK VIVO DI SARIJAYA CELLULAR BANYUPOH**

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## **ABSTRAK**

Maksud dari dilakukannya penelitian yaitu untuk mengetahui (1) pengaruh dari citra merk terhadap keputusan pembelian *handphone* merek Vivo di Sarijaya Cellular Banyupoh, (2) pengaruh dari kualitas produk terhadap keputusan pembelian *handphone* merek Vivo di Sarijaya Cellular Banyupoh, dan (3) pengaruh dari citra merk dan kualitas produk terhadap keputusan pembelian *handphone* merek Vivo di Sarijaya Cellular Banyupoh. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen *handphone* merek Vivo di Sarijaya Cellular Banyupoh. Jumlah populasi dalam penelitian ini tidak diketahui karena tidak ada data pasti mengenai jumlah konsumen *handphone* merek Vivo di Sarijaya Cellular Banyupoh. Jumlah sampel sebanyak 105. Teknik sampel yang dipakai adalah teknik *purposive sampling*. Metode pengumpulan data menggunakan kuesioner melalui teknik analisis data yaitu analisis regresi linier berganda. Pengujian hipotesis menggunakan uji-t dan uji-F yang diolah dengan program SPSS 16 *for windows*. Hasil penelitian ini menunjukkan bahwa (1) citra merk berpengaruh secara positif dan signifikan terhadap keputusan pembelian *handphone* Vivo di Sarijaya cellular Banyupoh dengan nilai signifikansi  $0,000 < 0,05$ , (2) kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian *handphone* Vivo di Sarijaya cellular Banyupoh dengan nilai signifikansi  $0,000 < 0,05$ , dan (3) citra merk dan kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian *handphone* Vivo di Sarijaya cellular Banyupoh dengan nilai signifikansi  $0,000 < 0,05$ .

**Kata kunci:**Citra Merek, Kualitas Produk, Keputusan Pembelian

## **ABSTRACT**

*Findings from research are what we're looking for: (1) the impact of brand image on buying decisions for Vivo brand mobile phones at Sarijaya Cellular Banyupoh, (2) the impact of product quality on purchasing decisions for Vivo brand mobile phones at Sarijaya Cellular Banyupoh, and (3) the impact of brand image and product quality on the decision to purchase a Vivo brand mobile phone at Sarijaya Cellular Banyupoh. This type of research is quantitative research. The population in this study were all consumers of Vivo brand mobile phones in Sarijaya Cellular Banyupoh. The number of population in this study is unknown because there is no exact data on the number of consumers of Vivo brand mobile phones in Sarijaya Cellular Banyupoh. The number of samples is 105. The sample technique used is purposive sampling technique. methods for gathering data*

*through questionnaires and data analysis, namely multiple linear regression analysis. The SPSS 16 for Windows program is used to process the t test and F test for the hypothesis test. The study's findings show that (1) brand image has a positive and significant impact on purchasing choices for Vivo cellphones in Sarijaya cellular Banyupoh with a significance value of  $0.000 < 0.05$ , (2) product quality has a positive and significant impact on purchasing choices for Vivo cellphones in Sarijaya cellular Banyupoh with a significance value of  $0.000 < 0.05$ , and (3) brand image and product quality have a positive and significant impact on the decision to purchase of  $0.000 < 0.05$ .*

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

