

**PENGARUH CITRA MEREK DAN KUALITAS PRODUK SERTA DESAIN
PRODUK TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE* OPPO
DI BADILAN GROSIR SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh citra merek dan kualitas produk serta desain produk terhadap keputusan pembelian, baik itu secara simultan maupun secara parsial. Desain penelitian yang digunakan dalam penelitian ini yaitu Kuantitatif kausal. Subjek dalam penelitian ini yaitu konsumen yang memiliki *Smartphone* Oppo dan membelinya di Badilan Grosir Singaraja dan objek penelitian ini adalah citra merek, kualitas produk, desain produk dan keputusan pembelian. Sampel dalam penelitian ini berjumlah 100 responden. Data yang dikumpulkan dengan kuesioner dan dianalisis dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) citra merek dan kualitas produk serta desain produk berpengaruh positif dan signifikan terhadap keputusan pembelian (2) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian (3) dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian (4) desain produk berpengaruh positif dan signifikan terhadap keputusan pembelian *Smartphone* Oppo di Badilan Grosir Singaraja.

Kata – kata kunci : citra merek, desain produk, keputusan pembelian, kualitas produk

**THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY AND
PRODUCT DESIGN ON PURCHASE DECISION ON OPPO SMARTPHONE
IN SINGARAJA WHOLESALE COUNTRY**

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ABSTRACT

This research aims to examine the effect of brand image and product quality as well as product design on purchasing decision, either simultaneously or partially. The research design used in this research is causal quantitative. The subjects in this research are consumers who own an Oppo Smartphone and buy it at Badilan Grosir Singaraja and the objects of this research are brand image, product quality, product design and purchase decisions. The sample in this study amounted to 100 respondents. The data were collected by means of a questionnaire and analyzed using multiple linear regression analysis. The results showed that (1) brand image and product quality and product design had a positive and significant effect on purchasing decisions (2) brand image had a positive and significant effect on purchasing decisions (3) and product quality had a positive and significant effect on purchasing decisions (4) Product design has a positive and significant effect on the purchase decision of an Oppo Smartphone at Badilan Grosir Singaraja.

Keywords: brand image, product design, purchase decisions, product quality