INTISARI

Penelitian ini bertujuan menganalisis pengaruh citra merek dan kualitas produk terhadap keputusan pembelian *smartphone* Xiaomi. Subyek dalam penelitian adalah Mahasiswa S1 Universitas Muhammadiyah Yogyakarta yang pernah membeli dan menggunakan *smartphone* Xiaomi. Data penelitian diperoleh melalui penyebaran kuesioner kepada 100 responden. Analisis data dilakukan dengan menggunakan regresi liner berganda.

Hasil pengujian yang dilakukan menunjukkan citra merek dan kualitas produk secara simultan berpengaruh signifikan terhadap keputusan pembelian *smartphone* Xiaomi. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* Xiaomi. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian *smartphone* Xiaomi.

Kata kunci: citra merek, kualitas produk, keputusan pembelian.

ABSTRACT

This research aims to analyze the influence of brand image and quality product toward buying decision of Xiaomi smartphone. The subject of the research is the udergraduate students of University Muhammadiyah Yogyakarta who had already bought and used Xiaomi smartphone. The data collecting technique by distributing questionnaire to 100 respondents. The data analysis used in this research is multiple linear regression.

The result showed that brand image and quality product simultaneously have significant influence toward buying decision of Xiaomi smartphone. Both brand image and quality product gave positive and significant influence toward buying decision of Xiaomi smartphone.

Key Words: brand image, quality product, buying decision