

**Keputusan Pembelian Berdasarkan Kualitas Produk, Harga, Persepsi
citra merek, Persepsi desain, Motivasi, dan Physical Attributes
Terhadap Produk Handphone Samsung Berbasis Android Di Kota
Semarang**

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ABSTRAK

Teknologi terus berkembang terutama dalam handphone yang berkembang setiap hari. Sehingga perusahaan handphone harus memiliki strategi untuk menguasai pasar yang tinggi seperti handphone Samsung yang telah merambah dunia. Adapun masalah penelitian ini adalah " Apakah faktor kualitas produk, harga, persepsi citra merek, persepsi desain, motivasi, dan physical attributes berpengaruh terhadap keputusan pembelian handphone Samsung berbasis android di kota Semarang ?". penelitian ini mencoba mengetahui pengaruh setiap variabel kualitas produk (X1), harga (X2), persepsi citra merek (X3), persepsi desain (X4), motivasi (X5), dan physical attributes (X6) terhadap keputusan pembelian (Y).

Teknik pengambilan sampel menggunakan teknik sampling convenience dan jumlah sampel yang diperoleh sebesar 160 responden. Teknik analisis data menggunakan Structural Equation Modeling (SEM) dengan AMOS 22. Maka diperoleh hasil analisis : (1) kualitas produk, persepsi citra merek, persepsi desain, dan physical attributes berpengaruh positif dan signifikan terhadap keputusan pembelian; (2) harga dan motivasi berpengaruh tidak signifikan terhadap keputusan pembelian.

Kata Kunci : kualitas produk, harga, persepsi citra merek, persepsi desain, motivasi, physical attributes, keputusan pembelian.

Purchasing Decision Based on Product Quality, Price, Brand Image Perceptions, Design Perceptions, Motivation, and Physical Attributes on Purchasing Decision of Samsung Handphone Android-Based in Semarang

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ABSTRACT

Technology develop continuously, especially handphone which is growing everyday. Thus, the handphone companies should have strategy to get the maximum market like Samsung handphone that spread out of the world. The point of this research is " Do product quality, prices, brand image preceptions, design, motivation and physical attributes influence on purchasing decision of Samsung Android handphone in Semarang?".This research tries to find out the variabel influence like quality product (X1), price (X2), brand image perceptions (X3), design (X4), motivation (X5), and physical attributes (X6), on purchasing decision (Y).

The Sampling technique method is sampling convinience and there are 160 respondents. The analytical data technique used is SEM (Structural Equation Modeling) with Amos 22. The result shows that (1) Product quality, brand image perceptions, design perceptions and physical attributes influence positively and significantly on purchasing decision (2) Price and motivation do not influence negatively and not significantly on purchasing decision.

Keyword : product quality, prices, brand image preceptions, design, motivation, physical attributes, purchasing decision.