

## ABSTRAK

Penelitian ini berjudul “Pengaruh Promosi ,kualitas produk, harga dan Citra Merek terhadap keputusan pembelian *smartphone* OPPO INDOCELL Sambiroto Semarang.

Populasi pembelian *smartphone* OPPO INDOCELL Sambiroto Semarang. Sampel yang digunakan dalam penelitian ini sebanyak 100 pembeli *smartphone* OPPO INDOCELL Sambiroto Semarang. Analisis data yang digunakan dalam penelitian ini dengan melakukan uji instrumen (uji validitas dan reliabilitas), uji asumsi klasik (uji *normalitas*, *multikolinearitas* dan *heteroskedastisitas*), uji hipotesis (regresi linier berganda, uji T, uji F dan uji determinasi), *Method Of Succesive Interval* sebagai transformasi data Ordinal ke Interval (MSI).

Berdasarkan hasil perhitungan aplikasi statistik SPSS uji t, menunjukkan bahwa Promosi berpengaruh negatif signifikan terhadap keputusan pembelian yang dibuktikan dengan nilai sig.  $0,289 > 0,005$  , Kualitas Produk berpengaruh negatif signifikan terhadap keputusan pembelian yang dibuktikan dengan nilai sig.  $0,046 > 0,005$  ,Harga berpengaruh positif signifikan terhadap keputusan pembelian yang dibuktikan dengan nilai sig.  $0,000 < 0,005$  dan Citra merek berpengaruh positif signifikan terhadap keputusan pembelian yang dibuktikan dengan nilai sig.  $0,000 < 0,005$ . Hasil uji koefisien determinasi diperoleh nilai (*Adjusted R Square*) yang diperoleh sebesar 0,703 yang berarti 70,35% Promosi,kualitas produk,harga,citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci : Promosi, Kualitas Produk, Harga, Citra merek, Keputusan Pembelian**

## **ABSTRACT**

*This research is entitled "The Influence of Promotion, product quality, price and Brand Image on purchasing decisions for the OPPO INDOCELL Sambiroto Semarang smartphone.*

*Population of purchases of OPPO INDOCELL Sambiroto Semarang smartphones. The sample used in this study was 100 buyers of OPPO INDOCELL Sambiroto Semarang smartphones. Data analysis used in this study by conducting instrument tests (validity and reliability tests), classical assumption tests (normality, multicollinearity and heteroscedasticity tests), hypothesis testing (multiple linear regression, t test, f test and determination test), Method of Successive Interval as a transformation of ordinal data to intervals (MSI).*

*Based on the calculation results of the SPSS statistical application t test, it shows that Promotion has a significant negative effect on purchasing decisions as evidenced by the sig value.  $0.289 > 0.005$ , Product Quality has a significant negative effect on purchasing decisions as evidenced by the sig value.  $0.046 > 0.005$ , Price has a significant positive effect on purchasing decisions as evidenced by the sig value.  $0.000 < 0.005$  and brand image has a significant positive effect on purchasing decisions as evidenced by the sig value.  $0.000 < 0.005$ . The coefficient of determination test results obtained a value (Adjusted R Square) of 0.703, which means 70.35% Promotion, product quality, price, brand image have a positive and significant effect on purchasing decisions.*

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