

ABSTRACT

The Influence of Price, Product Quality, and Brand Image on Purchase Decision of Samsung Smartphone Products

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This study aims to empirically examine the influence of price, product quality, and brand image on consumers' purchase decisions of Samsung smartphones. The study is motivated by the increasingly competitive smartphone industry in Indonesia and the need to understand evolving consumer behavior. A quantitative approach was adopted, employing purposive sampling of 172 respondents who have used Samsung smartphones for at least six months. Data were collected through closed-ended questionnaires using a Likert scale and processed with. Statistical tests included validity and reliability testing, classical assumption testing, and multiple linear regression analysis. The results indicate that price, product quality, and brand image all have significant impacts—both individually and collectively—on purchase decisions. These findings contribute to marketing literature and provide practical guidance for companies in formulating marketing strategies that align with consumer preferences.

Keywords: *Price, Product Quality, Brand Image, Purchasing Decision, Smartphone, Samsung*