

ABSTRACT

THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASE DECISION OF XIAOMI SMARTPHONES IN TANGERANG RAYA

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This study aims to analyze the influence of price, product quality, and brand image on the purchase decision of Xiaomi smartphones in Tangerang Raya. In the midst of rapid digital technology development and intense smartphone market competition, consumers have become more selective in their purchasing decisions. Xiaomi, as one of the leading smartphone brands in Indonesia, leverages affordable pricing, strong product quality, and a solid brand image to capture market interest. A quantitative approach was used in this study, involving the distribution of questionnaires to 132 respondents who are Xiaomi smartphone users in Tangerang Raya. The data were analyzed using multiple linear regression with the SPSS application. The results show that price, product quality, and brand image simultaneously have a significant influence on purchase decisions. Partially, each of these variables also has a positive and significant impact on purchase decisions. This research provides strategic recommendations for the company to strengthen its market position through price adjustments, improved product quality, and consistent brand image enhancement in the Indonesian market.

Keywords: Price, Product Quality, Brand Image, Purchase Decision, Xiaomi