

ABSTRACT

The Influence of Product Quality and Price on the Purchase Decision of Xiaomi Smartphones Through Brand Image as a Mediating Variable

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This study aims to examine the influence of product quality, purchase decision, price, and brand image in the purchase of Xiaomi smartphones. Some researchers have identified gaps in the relationship between product quality and price on purchase decisions. The research method used in this study is quantitative research, with the research object being individuals who have made purchase decisions regarding Xiaomi smartphones. In this study, the population size is unknown, and the researcher used purposive sampling as the sampling method with a sample size of 135 respondents. Data was collected through questionnaires, and the data analysis technique used in this study is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS software version 4.0.

The results of this study indicate that product quality does not have a significant influence on purchase decisions, price does not have a significant influence on purchase decisions, brand image has a significant influence on purchase decisions, product quality significantly influences brand image, price significantly influences brand image, product quality significantly influences purchase decisions mediated by brand image, and price significantly influences purchase decisions mediated by brand image.

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