

ABSTRAK

Pengaruh Ulasan Konsumen, Kualitas Produk dan citra merek terhadap keputusan pembelian smarthphone Redmi 13C pada *Shopee Xiaomi official store*

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Keputusan pembelian konsumen dipengaruhi oleh berbagai faktor, termasuk ulasan konsumen, kualitas produk, dan citra merek. Penelitian ini bertujuan untuk menganalisis pengaruh ulasan konsumen, kualitas produk, dan citra merek terhadap keputusan pembelian smartphone Redmi 13C pada Shopee Official Store. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada responden yang pernah membeli smartphone Redmi 13C melalui Shopee Official Store. Sampel penelitian ini berjumlah 100 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan software SPSS. Hasil penelitian menunjukkan bahwa ulasan konsumen (X1), kualitas produk (X2), dan citra merek (X3) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y). Ulasan konsumen memberikan informasi yang memengaruhi persepsi calon pembeli, kualitas produk menentukan tingkat kepuasan, sedangkan citra merek membangun kepercayaan konsumen terhadap produk. Dari ketiga variabel tersebut, kualitas produk memiliki pengaruh paling signifikan terhadap keputusan pembelian.

Kata Kunci: Ulasan Konsumen, Kualitas Produk, Citra Merek, Keputusan Pembelian.

ABSTRACT

THE INFLUENCES OF CONSUMER REVIEW, PRODUCT QUALITY, AND BRAND IMAGE ON THE PURCHASE DECISION OF REDMI 13C SMARTPHONE AT XIAOMI OFFICIAL STORE ON SHOPEE

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Consumer purchase decisions are influenced by various factors, including consumer review, product quality, and brand image. Then, this study aimed to analyze the influence of consumer review, product quality, and brand image on the purchase decisions of Redmi 13C smartphone at Xiaomi Official Store on Shopee. The research method used was quantitative with a survey approach. Data were collected through questionnaires distributed to respondents who had purchased the Redmi 13C smartphone from the Shopee Official Store. The study sample consisted of 100 respondents through purposive sampling. Data analysis was conducted using multiple linear regression with SPSS software. The results showed that consumer reviews, product quality, and brand image had positive and significant influence on purchase decisions whether partially and simultaneously. Consumer reviews provided information that shaped potential buyers' perceptions, product quality determined the level of customers' satisfactions, and brand image build consumer trust in the product. Among the three variables, product quality had the most significant influence on purchase decisions.

Keywords: Consumer Reviews, Product Quality, Brand Image, Purchase Decision

