

**PENGARUH *BRAND IMAGE* DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN *HANDPHONE* OPPO
DI TOPSELL JOMBANG**

ABSTRAK

Oleh:
Tanto Nuryanto

Dosen Pembimbing

Chusnul Rofiah, SE., MM

Penelitian ini bertujuan untuk menguji dan menjelaskan pengaruh *brand image* terhadap keputusan pembelian Handphone Oppo di Topsell Jombang dan untuk menguji dan menjelaskan pengaruh kualitas produk terhadap keputusan pembelian Handphone Oppo di Topsell Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi dan sampel penelitian adalah konsumen konsumen Topsell Jombang sebanyak 100 responden, analisa data yang digunakan dengan menggunakan metode regresi linier dan uji hipotesis. Berdasarkan hasil penelitian menunjukkan bahwa 1) *Brand image* mampu meningkatkan keputusan pembelian Handphone Oppo di Topsell Jombang. Semakin baik *Brand image*, semakin tinggi keputusan pembelian 2) Kualitas produk mampu meningkatkan keputusan pembelian Handphone Oppo di Topsell Jombang. Semakin baik kualitas produk, semakin tinggi keputusan pembelian

Kata Kunci: Brand Image, kualitas produk dan keputusan pembelian

**THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON
PURCHASE DECISION OF OPPO HANDPHONE IN TOPSELL
JOMBANG**

ABSTRACT

By:
Tanto Nuryanto

Consellor

Chusnul Rofiah, SE., MM

This study aims to examine and explain the influence of brand image on the purchase decision of Oppo Mobile in Jombang Topsell and to test and explain the effect of product quality on the Oppo Mobile purchasing decision at Topsell Jombang. Research uses explanatory research methods carried out through data collection in the field. The population and sample were 100 consumers of Jombang Topsell consumers, data analysis was used using linear regression methods and hypothesis testing. Based on the results of the study show that 1) Brand image is able to increase the purchasing decision of Oppo Mobile at Topsell Jombang. The better the Brand image, the higher the purchase decision 2) The quality of the product can increase the purchasing decision of Oppo Mobile at Topsell Jombang. The better the product quality, the higher the purchase decision

Keywords: Imagae Brand, product quality and purchasing decision