

PENGARUH HARGA, CITRA MEREK DAN KUALITAS PRODUK TERHADAP MINAT BELI IPHONE 11 SUMBAR SMARTPHONE

¹Nurul Nadhira Firdaus, ²Irda, ²Linda Wati

¹Mahasiswa Jurusan Manajemen, Fakultas Ekonomi Universitas Bung Hatta

²Dosen Jurusan Manajemen, Fakultas Ekonomi Universitas Bung Hatta

E-mail : nurulnadhira90@gmail.com, irda@bunghatta.ac.id,

lindawati@bunghatta.ac.id

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh harga, citra merek dan kualitas produk terhadap minat beli Iphone 11 Sumbar Smartphone. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 138 orang. Data diolah menggunakan SPSS versi 16.0. Jenis data yang digunakan adalah data primer dengan metode analisis regresi linear berganda.

Hasil penelitian menemukan bahwa harga berpengaruh positif dan signifikan terhadap Minat Beli Iphone 11 di Sumbar Smartphone, citra Merek tidak berpengaruh terhadap Minat Beli Iphone 11 di Sumbar Smartphone dan kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli Iphone 11 di Sumbar Smartphone

Kata kunci : harga, citra merek, kualitas produk, minat beli

**THE INFLUENCE OF PRICE, BRAND IMAGE AND PRODUCT QUALITY
ON INTERESTS IN BUYING IPHONE 11 SUMBAR SMARTPHONE**

¹Nurul Nadhira Firdaus, ²Irda, ²Linda Wati

**¹Student of Management Departement, Faculty of Economics,
Universitas Bung Hatta**

**²Lecture in Management Departement, Faculty of Economics,
Universitas Bung Hatta**

**E-mail : nurulnadhira@gmail.com, irda@bunghatta.ac.id,
lindawati@bunghatta.ac.id**

ABSTRACT

The purpose of this study was to analyze the effect of price, brand image and product quality on buying interest in the Iphone 11 West Sumatra Smartphone. The sampling technique used purposive sampling with a total of 138 respondents. Data were processed using SPSS version 16.0. The type of data used is primary data with multiple linear regression analysis method.

The results of the study found that price has a positive and significant effect on Purchasing Intention for Iphone 11 in West Sumatra Smartphone, Brand image has no effect on Purchase Intention for Iphone 11 in West Sumatra Smartphone and product quality has a positive and significant effect on Purchase Intention for Iphone 11 in West Sumatra Smartphone

Keywords: price, brand image, product quality, purchase intention