

**PENGARUH CITRA MEREK, KEPERCAYAAN DAN KUALITAS PRODUK  
TERHADAP MINAT BELI *SMARTPHONE* XIAOMI DI SARANA CELL  
KOTA SOLOK**

Aznil Gamakindo<sup>1</sup>, Dr. Danil Johar M.P<sup>2</sup>, Wiry Utami, SE.,M.Sc<sup>3</sup>  
Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Bung Hatta  
Padang, Indonesia

Email: [gamakindoaznil@gmail.com](mailto:gamakindoaznil@gmail.com), [johardanil@gmail.com](mailto:johardanil@gmail.com), [wiryutami@bunghatta.ac.id](mailto:wiryutami@bunghatta.ac.id)

**ABSTRAK**

Tujuan penelitian ini untuk menganalisa pengaruh citra merek, kepercayaan dan kualitas produk terhadap minat beli *smartphone* Xiaomi di Sarana Cell Kota Solok. Penelitian ini menggunakan 3 variabel independen yaitu citra merek, kepercayaan dan kualitas produk dengan satu variabel dependen yaitu minat beli. Setelah dilakukan tinjauan pustaka maupun lapangan dan penyusunan hipotesis, data dalam penelitian ini dikumpulkan melalui penyebaran kuesioner kepada 80 orang yang pernah membeli *smartphone* Xiaomi di Sarana Cell Kota Solok sebagai sampel penelitian. Teknik pengambilan sampel yang digunakan adalah *Snowball*. Metode analisis data yang digunakan adalah analisis kuantitatif yaitu uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t dan uji F serta koefisien determinasi.

Berdasarkan analisis data, hasil penelitian menunjukkan bahwa indikator-indikator pada penelitian ini bersifat valid dan reliabel. Pada uji asumsi klasik data berdistribusi normal, tidak terjadi heteroskedastisitas dan multikolinieritas. Pada uji hipotesis citra merek, kepercayaan dan kualitas produk berpengaruh signifikan terhadap minat beli.

Kata Kunci : Citra Merek, Kepercayaan, Kualitas Produk dan Minat Beli

***THE INFLUENCE OF BRAND IMAGE, TRUST AND PRODUCT QUALITY  
TOWARDS INTEREST IN BUYING SMARTPHONE XIAOMI IN SARANA  
CELL SOLOK CITY***

Aznil Gamakindo<sup>1</sup>, Dr. Danil Johar M.P<sup>2</sup>, Wiry Utami, SE.,M.Sc<sup>3</sup>  
*Management Department, Faculty Economic and Business, Bung Hatta  
University  
Padang, Indonesia  
Email :*

[gamakindoaznil@gmail.com](mailto:gamakindoaznil@gmail.com), [johardanil@gmail.com](mailto:johardanil@gmail.com), [wiryutami@bunghatta.ac.id](mailto:wiryutami@bunghatta.ac.id)

***ABSTRACT***

*The purpose of this study was to analyze the effect of brand image, trust and product quality on buying interest of Xiaomi smartphones at Solok Cell City. This study uses 3 independent variables namely brand image, trust and product quality with one dependent variable, namely buying interest. After literature and field reviews and hypothesis formulation, the data in this study were collected through distributing questionnaires to 80 people who had bought Xiaomi smartphones at Solok Cell City as a research sample. The sampling technique used is Snowball. Data analysis method used is quantitative analysis, namely the validity and reliability test, the classic assumption test, multiple linear regression analysis, t test and F test and the coefficient of determination.*

*Based on data analysis, the results of the study indicate that the indicators in this study are valid and reliable. In the classical assumption test of normally distributed data, heteroscedasticity and multicollinearity do not occur. In testing the brand image hypothesis, trust and product quality significantly influence buying interest.*

*Keywords : Brand Image, Trust, Product Quality and Purchase Interest*