

ABSTRACT

The purpose of this research is to analyze the factors that influence the purchasing decision of products smartphone Samsung. Products that are similar to Samsung cellphones include Apple, Lenovo, Huawei, LG, etc., as companies that offer similar products. Therefore stimulation from the company is very necessary because it is one of the important factors that can influence consumer purchasing decisions on smartphones Samsung. The formulation of the problem in this study is to analyze the influence of brand image, service quality, customer trust on purchasing decisions. The independent variable (X) in this study consists of Brand Image and Service Quality, and the dependent variable (Y) is Customer Trust and Purchasing Decision.

A total of 83 respondents were taken using accidental sampling technique. The analysis uses SPSS 16.0 which includes validity test, reliability test, classic assumption test, multiple linear regression analysis, and test goodness of fit. Variable effect of brand image (X_1) has a positive effect on customer trust (Y_1) with a coefficient value of 0.273. Service quality variable (X_2) has a positive effect on customer trust (Y_1) with a coefficient value of 0.383. Variable customer confidence (Y_1) has a positive effect on purchasing decisions (Y_2) with a coefficient value of 0.841.

From the model it was found that the regression coefficients of all variables were positive. Based on the standardized coefficient values of the regression model it can be stated that every change in the independent variable (X) will also cause changes in the dependent variable (Y). It can be seen that Brand Image and Service Quality have a positive influence, so that it will affect Customer Trust and Purchasing Decisions of products smartphone Samsung.

Keywords: Brand Image, Service Quality, Customer Trust, Decisions, Purchase, Smartphone Samsung.