

ABSTRACT

The development and rapid growth of the times has made the need for technology, especially smartphones, to be increased, this is indicated by the growth of global smartphone shipments including Indonesia. However, this is inversely proportional to the Samsung smartphone brand market share data which declined in Q3 in 2018 and 2019.

This purpose of this study is to analyze the effect of product quality, perceived price, and product review on brand image and the impact on purchase decision. Consumers of Samsung Smartphone in Semarang are used as the population in this study. The number of samples used in this study were 110 respondents. The method of data collection is done through a questionnaire. This study uses Structural Equation Modeling (SEM) analysis techniques with AMOS 22.0 analysis tool.

The results of this study show that product quality has a positive and significant effect on brand image, perceived price has a positive and significant effect on brand image, and product review on brand image, and brand image has a positive also a significant effect on purchase intention.

Keywords: Product Quality, Perceived Price, Brand Image, Brand Image, Purchase Decision