

PENGARUH PERSEPSI HARGA DAN KUALITAS INTERNAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK SMARTPHONE XIAOMI REDMI 1S

Muhammad Fuad Billfakkar¹

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh persepsi harga dan kualitas internal terhadap keputusan pembelian *smartphone* Xiaomi Redmi 1s. Penelitian ini menggunakan konsep persepsi harga yang diukur melalui persepsi tingkat harga, manfaat produk atas harga, dan harga yang kompetitif, sedangkan kualitas internal diukur melalui kinerja, fitur, tingkat keandalan produk, dan desain. Keputusan pembelian ditinjau dari pengalaman membeli. Data diperoleh dari 200 responden yang merupakan pembeli dan pengguna Xiaomi Redmi 1s, melalui survei yang menggunakan kuesioner terstruktur. Hasil penelitian memperlihatkan bahwa persepsi harga dan kualitas internal, baik secara parsial maupun secara simultan berpengaruh positif terhadap keputusan pembelian. Hal ini menunjukkan bahwa keputusan pembelian produk *smartphone* Xiaomi Redmi 1s dipengaruhi oleh harga dan kualitas internal tersebut.

Kata kunci: Persepsi harga, kualitas internal, keputusan pembelian, Xiaomi Redmi 1s

¹ Mahasiswa Program Studi Manajemen Universitas Bakrie

***EFFECT OF PRICE PERCEPTION AND INTERNAL QUALITY
ON PURCHASE DECISION
OF XIAOMI REDMI 1S SMARTPHONE***

Muhammad Fuad Billfakkar²

ABSTRACT

This study aimed to examine the effect of price perception and internal quality on purchase decision of Xiaomi Redmi 1s. This study used price perception concept which was measured by price-level perception, value for money, and price perceptibility, whereas internal quality was measured by performance, features, reliability, and design. Purchase decision was measured by prior purchase decision. The data were collected from 200 respondents who had purchased and used Xiaomi Redmi 1s. These data were collected through a survey which employed structured questionnaires. The results show that price perception and internal quality were partially and simultaneously influenced purchase decision of Xiaomi Redmi 1s.

Keywords: Price perception, internal quality, purchase decision, Xiaomi Redmi 1s

² Student of Universitas Bakrie, Management Major