

**PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN LAYANAN INTERNET YANG
DIMEDIASI OLEH MINAT BELI (STUDI PADA MAHASISWA
PENGGUNA PROVIDER TRI DI SEMARANG)**

ABSTRAK

Salah satu operator seluler yang telah mempunyai citra merek yang kuat dalam benak konsumen adalah operator seluler merek tri milik PT. Hutchison 3 Indonesia Tbk. Tri adalah salah satu perusahaan penyedia jasa telekomunikasi dan jaringan telekomunikasi di Indonesia. Keputusan pembelian dipengaruhi oleh citra merek, kualitas produk, harga, dan minat beli.

Rumusan masalah dalam penelitian ini adalah bagaimana pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian dimediasi oleh minat beli. Tujuan penelitian yaitu menganalisis pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian dimediasi oleh minat beli.

Jenis penelitian yang digunakan *explanatory research* dengan pendekatan kausalitas, populasi yaitu mahasiswa pengguna Provider Tri di Universitas Islam Sultan Agung Semarang yang jumlahnya tidak diketahui, sampel sebanyak 100 responden, teknik pengambilan sampel menggunakan *metode purposive sampling*. Metode pengumpulan data adalah kuesioner. Jawaban kuesioner menggunakan skala *Likert* 1-5. Sumber data menggunakan sumber primer. Teknik analisis yaitu *path analysis* (analisis jalur).

Hasil penelitian adalah terdapat pengaruh citra merek, kualitas produk, dan harga berpengaruh terhadap minat beli dan terdapat pengaruh citra merek, kualitas produk, harga, dan minat beli berpengaruh terhadap keputusan pembelian.

Disarankan kepada peneliti selanjutnya untuk bisa mengatur waktu penyebaran kuesioner dan tempat penelitian sesuai dengan jadwal pertemuan dengan responden penelitian.

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

***THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE
ON THE DECISION TO PURCHASE DECISIONS MEDIATED BY
INTEREST IN BUYING (STUDY ON TRI USER STUDENTS IN
SEMARANG)***

ABSTRACT

One of the cellular operators that has a strong brand image in the minds of consumers is the tri brand cellular operator owned by PT. Hutchison 3 Indonesia Tbk. Tri is a telecommunications service provider and telecommunications network company in Indonesia. Purchasing decisions are influenced by brand image, product quality, price, and buying interest.

The formulation of the problem in this study is how the influence of brand image, product quality, and price on purchasing decisions is mediated by buying interest. The research objective is to analyze the influence of brand image, product quality, and price on purchasing decisions mediated by buying interest.

The type of research used is explanatory research with a causality approach, the population of which is the use of Tri Provider students at the Sultan Agung Islamic University in Semarang whose numbers are unknown, a sample of 100 respondents, the sampling technique uses a purposive sampling method. Data collection method is a questionnaire. Questionnaire answers using a Likert scale of 1-5. Data sources use primary sources. The analysis technique is path analysis (path analysis).

The results of the study are that there is an influence of brand image, product quality, and price affect buying interest and there is an influence of brand image, product quality, price, and buying interest affect purchasing decisions.

It is recommended to further researchers to be able to set the time for distributing questionnaires and research sites in accordance with the schedule of meetings with research respondents.

Keywords: *brand image, product quality, price, buying interest, purchasing decisions*