

## **ABSTRACT**

*This study aims to determine the effect of the promotion, the price of the quality of products on purchase decisions phone Samsung brand image as an intervening variable. The research data was taken from the primary data through questionnaires. Questionnaires distributed to users as many as 75 pieces of Samsung Mobile Phones in FE Seroja Unissula Semarang . Of the 75 sample that was distributed number of samples processed as many as 75 pieces. The samples were taken by purposive sampling. This study used path analysis to analyze variables. The results showed that the promotion, pricing and product quality influence on purchase decisions, while the smaller influence brand image, thus ideal brand is not an intervening variable on purchase decisions.*

*Keywords: Promotion, Price, Quality Products, brand image and Purchase Decision*

## ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, harga kualitas produk terhadap keputusan pembelian handphone Samsung dengan citra merek sebagai variabel intervening. Data penelitian ini diambil dari data primer melalui kuesioner. Kuesioner yang disebar sebanyak 75 buah kepada pengguna Handphone Samsung di FE Sore Unissula Semarang. Dari 75 sampel penelitian yang disebar jumlah sampel yang diolah sebanyak 75 buah. Sampel dalam penelitian diambil secara *purposive sampling*. Penelitian ini menggunakan path analisis dalam menganalisis variabel-variabelnya. Hasil penelitian menunjukkan bahwa promosi, harga dan kualitas produk berpengaruh terhadap keputusan pembelian, sedangkan citra merek berpengaruh lebih kecil, dengan demikian citra merek bukan merupakan variabel intervening terhadap keputusan pembelian.

**Kata Kunci:** Promosi, Harga, Kualitas Produk, Citra merek dan Keputusan Pembelian