

ABSTRAK

ABDULLAH. 2024. *Pengaruh Kualitas Produk, Harga dan Citra Merek Terhadap Keputusan Pembelian Kartu Prabayar Indosat Ooredoo di Kota Makassar*. Skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh : Andi Jam'an dan Syarthini Indrayani.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas produk, harga dan citra merek terhadap keputusan pembelian kartu prabayar Indosat Ooredoo di Kota Makassar. Penelitian ini menggunakan pendekatan kuantitatif. Teknik *purposive sampling* digunakan dalam pengambilan sampel pada penelitian ini, dan 65 responden yang berada di Kota Makassar yang menggunakan kartu prabayar Indosat Ooredoo termasuk dalam sampel. Analisa data dilakukan menggunakan analisis regresi linear berganda dengan uji hipotesis menggunakan pengujian t statistik. Hasil penelitian menunjukkan bahwa : (1) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian kartu prabayar Indosat Ooredoo. (2) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian kartu prabayar Indosat Ooredoo. (3) Citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian kartu prabayar Indosat Ooredoo.

Kata kunci : *Kualitas Produk, Harga, Citra Merek, Keputusan Pembelian*

ABSTRACT

ABDULLAH. 2024. *The Effect of Product Quality, Price and Brand Image on Purchasing Decisions for Indosat Ooredoo Prepaid Cards in Makassar City.* Thesis. Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Andi Jam'an and Syarthini Indrayani.

The purpose of this study to determine the effect of product quality, price and brand image on purchasing decisions for Indosat Ooredoo prepaid cards in Makassar City. This research uses a quantitative approach. The purposive sampling technique was used in sampling this study, and 65 respondents in Makassar City who used Indosat Ooredoo prepaid cards were included in the sample. Data analysis was carried out using multiple linear regression analysis with hypothesis testing using statistical t testing. The results showed that: (1) Product quality has a positive and significant effect on purchasing decisions for Indosat Ooredoo prepaid cards. (2) Price has a positive and significant effect on purchasing decisions for Indosat Ooredoo prepaid cards. (3) Brand Image has a positive and significant effect on purchasing decisions for Indosat Ooredoo prepaid cards.

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

