

PENGARUH BRAND IMAGE DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI PADA ANAK MUDA DI DAERAH ISTIMEWA YOGYAKARTA

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INTISARI

Latar Belakang: Pertumbuhan pasar smartphone di Indonesia, khususnya di kalangan anak muda, menunjukkan tren yang meningkat. Salah satu merek yang cukup dominan adalah Xiaomi, yang dikenal dengan kombinasi harga terjangkau dan citra merek yang kuat. Namun, dalam proses pengambilan keputusan pembelian, konsumen tidak hanya mempertimbangkan harga, melainkan juga persepsi terhadap kualitas merek. Oleh karena itu, penting untuk mengetahui sejauh mana brand image dan harga memengaruhi keputusan pembelian, khususnya pada segmen anak muda di Daerah Istimewa Yogyakarta.

Tujuan Penelitian: Penelitian ini bertujuan untuk mengetahui pengaruh dari *brand image* dan harga berpengaruh terhadap keputusan pembelian smartphone Xiaomi pada anak muda Di Daerah Istimewa Yogyakarta.

Metode Penelitian: Jenis penelitian ini adalah kuantitatif dengan metode purposive sampling dan jumlah sampel sebanyak 206 responden yang didapat melalui google form dan dianalisis menggunakan IBM SPSS 27.

Hasil: (1) *Brand image* berpengaruh secara signifikan terhadap keputusan pembelian smartphone Xiaomi pada anak muda di Daerah Istimewa Yogyakarta. (2) Harga berpengaruh secara signifikan terhadap keputusan pembelian smartphone Xiaomi pada anak muda di Daerah Istimewa Yogyakarta. (3) Brand image dan harga berpengaruh signifikan secara simultan terhadap keputusan pembelian smartphone Xiaomi pada anak muda di Daerah Istimewa Yogyakarta.

Kesimpulan: Ditemukan adanya pengaruh secara parsial antar semua variabel independent, serta ditemukan juga pengaruh secara simultan dari semua variabel independent terhadap keputusan pembelian smartphone Xiaomi pada anak muda di Daerah Istimewa Yogyakarta

Kata Kunci: *Brand Image*, Harga, Keputusan Pembelian.

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**THE INFLUENCE OF BRAND IMAGE AND PRICE ON THE PURCHASE
DECISION OF XIAOMI SMARTPHONES AMONG YOUNG PEOPLE IN
THE SPECIAL REGION OF YOGYAKARTA**

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ABSTRACT

Background: The smartphone market in Indonesia, particularly among young people, is growing. One of the most dominant brands is Xiaomi, known for its combination of affordable prices and a strong brand image. However, consumers consider more than just price when making purchasing decisions, but also their perception of brand quality. Therefore, it is important to understand the extent to which brand image and price influence purchasing decisions, particularly among the youth segment in the Special Region of Yogyakarta.

Research Objective: This study aims to determine the influence of brand image and price on the purchasing decisions of Xiaomi smartphones among young people in the Special Region of Yogyakarta.

Research Method: This type of research is quantitative with a purposive sampling method and a sample size of 206 respondents obtained through Google Form and analyzed using IBM SPSS 27.

Results: (1) Brand image has a significant influence on the purchasing decision of Xiaomi smartphones among young people in the Special Region of Yogyakarta. (2) Price has a significant influence on the purchasing decision of Xiaomi smartphones among young people in the Special Region of Yogyakarta. (3) Brand image and price have a simultaneous influence on the purchasing decision of Xiaomi smartphones among young people in the Special Region of Yogyakarta.

Conclusion: It was found that there was a partial influence between all independent variables, and also found a simultaneous influence of all independent variables on the decision to purchase Xiaomi smartphones among young people in the Special Region of Yogyakarta.

Keywords: Brand Image, Price, Purchase Decision

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