

**PENGARUH *BRAND TRUST* DAN *PRODUCT QUALITY*
TERHADAP KEPUTUSAN PEMBELIAN IPHONE
DI KABUPATEN JEMBER**

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ABSTRAK

Penelitian ini bertujuan untuk menjelaskan dan menganalisis pengaruh *brand trust* dan *product quality* terhadap keputusan pembelian iPhone di Kabupaten Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada responden yang menggunakan *smartphone* iPhone, dengan jumlah sampel sebanyak 30 responden yang ditentukan menggunakan rumus Roscoe dan teknik *purposive sampling*. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, analisis regresi linier berganda dan uji hipotesis dengan bantuan program SPSS. Hasil analisis menunjukkan bahwa variabel *brand trust* memiliki pengaruh tidak signifikan terhadap keputusan pembelian. Sedangkan variabel *product quality* berpengaruh signifikan terhadap keputusan pembelian. Secara simultan, *brand trust* dan *product quality* berpengaruh signifikan terhadap keputusan pembelian iPhone di Kabupaten Jember.

Kata kunci: kepercayaan merek, kualitas produk, keputusan pembelian.

THE INFLUENCE OF BRAND TRUST AND PRODUCT QUALITY REGARDING THE DECISION TO PURCHASE AN IPHONE IN JEMBER REGENCY

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ABSTRACT

This study aims to explain and analyze the influence of brand trust and product quality on iPhone purchase decisions in Jember Regency. This study uses a quantitative approach with a survey method. Data were collected through the distribution of questionnaires to respondents who use iPhone smartphones, with a sample size of 30 respondents determined using Roscoe formula and purposive sampling technique. The data analysis techniques used include validity test, reliability test, multiple linear regression analysis, and hypothesis testing with the help of SPSS program. The results of the analysis show that the brand trust variable has an insignificant effect on purchase decisions. Meanwhile, the product quality variable has a significant effect on purchase decisions. Simultaneously, brand trust and product quality have a significant effect on iPhone purchase decisions in Jember Regency.

Keywords: brand trust, product quality, purchase decision.