INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *country of origin*, citra merek, dan persepsi harga terhadap keputusan pembelian *smartphone* Xiaomi di Yogyakarta. Sampel dalam penelitian ini sebanyak 110 responden yang merupakan pengguna smartphone Xiaomi D.I. Yogyakarta. *Purposive sampling* digunakan sebagai teknik sampling. Analisis regresi linier berganda digunakan sebagai metode analisis untuk menentukan pengaruh variabel yang terlibat. Hasil penelitian ini menunjukkan bahwa secara simultan *country of origin*, citra merek dan persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian. *Country of origin* berpengaruh positif dan signifikan terhadap keputusan pembelian. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Country of Origin*, Citra Merek, Persepsi Harga, Keputusan Pembelian

ABSTRACT

This study aims to determine the influence of country of origin, brand image and price perception towards purchase decision of Xiaomi smartphone in Yogyakarta. The number of samples used in this research were 110 respondents who were users of Xiaomi smartphone in D.I. Yogyakarta. Purposive sampling was used as sampling technique. Multiple regression analysis was used as a method of analysis to determine the influence of the variables involved. The results of this study indicated that simultaneously country of origin, brand image, and price perception positive and significantly influences purchase decision. Partially country of origin positive and significantly influences purchase decision. Partially brand image positive and significantly influences purchase decision. And partially price perception positive and significantly influences purchase decision.

Keywords: Country of Origin, Brand Image, Price Perception, Purchase Decision.