

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON SAMSUNG SMARTPHONE PURCHASE DECISIONS

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This study examines the effects of product quality and brand image on Samsung smartphone purchase decisions in Tasikmalaya. The study was motivated by the decline in Samsung's Top Brand Index, which indicates shifts in consumer preferences and stronger competition in the smartphone market. A quantitative approach was applied using a verificative explanatory survey. Primary data were collected through questionnaires from Samsung smartphone consumers in Tasikmalaya selected using purposive sampling. The research instruments were tested for validity and reliability. Ordinal data were transformed using the Method of Successive Interval and analyzed through classical assumption tests and multiple linear regression with SPSS for Windows. The results show that product quality has a positive effect on purchase decisions. Brand image also has a positive effect on purchase decisions. Product quality has the stronger influence, indicating that consumers place greater emphasis on performance, durability, reliability, design, and essential feature quality when choosing a smartphone. A favorable brand image strengthens consumer confidence and preference when supported by consistent product experience and reliable after-sales service. Samsung should therefore integrate continuous product-quality improvement with credible brand communication to strengthen consumer purchase decisions.

Keywords: product quality, brand image, purchase decision, smartphone, Samsung.