

ABSTRACT

This study aims to analyze the influence of brand image, perception of product quality and country of origin perception of purchasing decisions on smartphone brands OPPO (study on smartphone users in the Faculty of Economics and Business Universitas Muhammadiyah Yogyakarta). Subjects in this study are active students Faculty of Economics and Business University of Muhammadiyah Yogyakarta. The object of this research is the OPPO brand smartphone. The number of samples used in this study is 120 respondents. Sampling method used in this study is purposive sampling, sampling techniques and data collection techniques used is to spread the questionnaire. The data in if with multiple linear regression using software SPSS Statistic 24.

The results of the analysis show that the brand image, the perception of product quality and the perception of the country of origin together have a positive and significant effect on the purchase decision. Brand image variable have positive and significant effect to purchasing decision, product quality perception have positive and significant effect to purchasing decision, and the perception variable of origin country have positive and significant effect to purchasing decision.

Keywords: Brand image, product quality perception, country of origin perception, and purchase decision.