

ABSTRACT

ANALYSIS OF INFLUENCE ON PRODUCT QUALITY PRODUCTS BRAND IMAGE SMARTPHONE

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The objective of this research would be to know the effect of product quality on brand image smartphone for student in Social Science and Politics Faculty of Lampung University. The influence of quality product was measured through 8(eight) dimensions, wchich are performance, features, realibility, conformance, serviceability, durability, asthettic, and perceived quality. This research type is eksplanation research with quantitative approach. Methods of data collection questionnaire distributed by the 97 respondents who use a smartphone SAMSUNG brands. Data analysis used are descriptive analysis and analysis of regresi doubled linear. From the analysis, showing that the quality product affected brand image. Validity test using product moment correlation and there were 21 questions that declared valid from all questions that submitted. Reliability test using alpha cronbach and the result for all variables are more than 0,6 thereby it can be declared that measuring instrument that used is reliable. Conclusions have shown that the quality product have influenced brand image SAMSUNG smartphone brands. And there is a relationship that is "medium" between the quality of the product to the brand image.

Keyword : *Quality Product, Brand Image.*