

ABSTRAK
PENGARUH PERSEPSI ATAS KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN PADA *HANDPHONE* MERK
BLACKBERRY

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Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh kualitas produk (kinerja, ciri-ciri atau keistimewaan tambahan, keandalan, kesesuaian dengan spesifikasi, daya tahan, pelayanan / servis, estetika, dan kualitas yang dipersepsikan) terhadap keputusan pembelian konsumen pada *handphone* merk Blackberry. Data penelitian dikumpulkan dengan penyebaran kuesioner dari 100 orang mahasiswa Universitas Sanata Dharma di Mrican dan Paingan yang menggunakan *handphone* merk Blackberry tipe Gemini maupun Onyx.

Hasil penelitian ini menunjukkan bahwa kualitas produk (kinerja, ciri-ciri atau keistimewaan tambahan, keandalan, kesesuaian dengan spesifikasi, daya tahan, pelayanan / servis, estetika, dan kualitas yang dipersepsikan) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian konsumen pada *handphone* merk Blackberry. Secara simultan, kualitas produk (kinerja, ciri-ciri atau keistimewaan tambahan, keandalan, kesesuaian dengan spesifikasi, daya tahan, pelayanan / servis, estetika, dan kualitas yang dipersepsikan) mampu mempengaruhi 75,2% keputusan pembelian konsumen pada *handphone* merk Blackberry.

Kata kunci : Kualitas Produk dan Keputusan Pembelian

ABSTRACT
THE INFLUENCE OF PERCEPTION ON THE PRODUCT QUALITY
TOWARDS THE CONSUMER'S DECISION TO BUY 'BLACKBERRY'
MOBILE PHONE

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This research was done on a purpose to compare the relation between the product quality (performance, features, reliability, conformance to specification, durability, servicetability, aesthetic value, and the perception of the product quality) toward the consumer's decision to buy "Blackberry" mobile phone. The data of this research was obtained from questioner to 100 Sanata Dharma University student, were studying in Mrican and also Paingan, who were using "Blackberry" – especially Gemini and Onyx.

The result of this research showed that the product quality (performance, features, reliability, conformance to specification, durability, servicetability, aesthetic value, and the perception of the product quality) had significance and positive influence toward the consumer's decision to buy "Blackberry". Simultaneously, the product quality (performance, features, reliability, conformance to specification, durability, servicetability, aesthetic value, and the perception of the product quality) were able to influence 75,2% of the consumer's decision to buy "Blackberry".

Keywords : Product Quality and Decision to Buy