

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE IPHONE

(studi kasus konsumen Iphone di kampus 1 Universitas Sanata Dharma)

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Penelitian ini bertujuan untuk mengetahui (1) kualitas produk berpengaruh positif terhadap keputusan pembelian, (2) harga berpengaruh positif terhadap keputusan pembelian, (3) promosi berpengaruh positif terhadap keputusan pembelian. Populasi didalam penelitian ini adalah anggota dari konsumen pengguna Iphone di kampus 1 Universitas Sanata Dharma yang pernah melakukan pembelian *smartphone* Iphone. Pengambilan sampel ini menggunakan metode *Purposive Sampling* dengan responden sebanyak 100 orang, lalu teknik pengumpulan data menggunakan kuesioner, dan analisis data menggunakan *Stactistical Product and Service Solutions* (SPSS). Dari kesimpulan ini dapat disimpulkan bahwa (1) kualitas produk tidak berpengaruh positif terhadap keputusan pembelian, (2) lalu harga berpengaruh negatif terhadap keputusan pembelian, (3) dan promosi berpengaruh positif terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, Harga, Promosi, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON PURCHASING DECISION ON SMARTPHONE IPHONE

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The study aims to determine (1) the influence of product quality on purchasing decision, (2) the influence of price on purchasing decision, (3) the influence of promotion on purchasing decision, (4) and the simultaneous influence of product quality, price, and promotion on purchasing decision. The population of this study consists of students of campus I Sanata Dharma University who have purchased and used Iphone smartphone. The sampling use is the Purposive Sampling method with 100 respondents. The data collection technique used is questionnaire. Data analysis technique use is multiple linear regression analysis. The conclusions of this study are (1) product quality does not have positive influence on purchasing decision, (2) the price has a negative influence on purchasing decision, (3) promotion has a positive influence on purchasing decision, (4) and product quality, price and promotion simultaneous have the same influence on purchasing decisions.

Keywords : product quality, price, promotin, purchase decision