

ABSTRACT

Smartphone Samsung Galaxy S7 Edge is the latest product of Samsung Electronics in 2016, and became one of the best-selling smartphone in 2015. However, there are still some shortcomings in smartphone Samsung Galaxy S7 Edge. The problem that occurs in the smartphone product Samsung Galaxy S7 Edge is whether the quality of Samsung Galaxy S7 Edge smartphone product is good. The purpose of this study is to see the magnitude of the effect of product quality on purchasing decisions Samsung Galaxy S7 Edge In Bandung.

The method used in this research is quantitative descriptive, where data obtained through questionnaires. The population in this research that consumers who used smartphone Samsung Galaxy S7 Edge in Bandung whose number is not known for certain, the sampling technique used accidental sampling. Amount of samples in this study was 100 respondents. Data analysis technique used is a simple linear analysis.

Based on the results of research indicate that product quality significantly influence with positive value to decision of purchasing smartphone Samsung Galaxy S7 Edge In Bandung city. Therefore Samsung Electronics should strive to improve the quality of its products.

Keywords : product quality, purchase decisions, smartphone