

ABSTRACT

This research was conducted based on product quality and price of the iPhone X smartphone and was associated with purchasing decisions. In this study the researcher took the title "Effect of product quality and price on Purchasing Decisions (Study on iPhone X users in Tasikmalaya city)". The aim of the researchers to conduct this research was to find out the responses of respondents regarding the quality of iPhone X smartphone products to find out respondents' responses about prices on iPhone X smartphones, to find out the iPhone X smartphone purchasing decisions and to determine the effect of product quality and price influence on consumer purchasing decisions on the iPhone X smartphone. Researchers spread questionnaires to 385 respondents where the respondents chosen by researchers were iPhone X users in the city of Tasikmalaya. This study uses quantitative methods with data obtained through questionnaires. Then the data obtained is processed by multiple linear regression methods. The results showed that the test of the coefficient of determination meaning that the quality of the product influenced purchasing decisions and the rest was influenced by other factors not examined in this study. Simultaneously the quality of the product, the price affects the purchasing decision. Thus H_0 is rejected and H_1 is accepted.

Keywords: product quality, price, purchase decision.