

ABSTRACT

The research is used to find out and analyze Product Quality, purchasing decisions on Indihome Products, knowing and analyzing the influence of Product Quality on Indihome Product purchasing decisions.

The type of research used is descriptive and quantitative

This research was conducted using quantitative methods and descriptive studies through media questionnaires from the consumer population of Indihome Case Study Products in Society in Bandung with a sample of 100 respondents, using a Likert measurement scale equipped with various data collection techniques. This study uses validity and reliability testing with the method used is simple linear regression.

Based on research conducted, the percentage of product quality is in the category of strongly agreed and the percentage of purchasing decisions included in the agreed category, product quality has a significant effect on purchasing decisions.

Keywords: Product Quality, Purchase Decisions, Simple Linear Regression