

ABSTRACT

The development of the photography industry in Indonesia in recent years has been very rapid, and along with the development of the photography industry, it is also balanced by camera products that are capable of aligning consumer needs. One of the important factors in the camera is the quality of the camera. Advanced camera consumers will be more selective in choosing a camera that suits their needs. This study aims to determine the effect of product quality on purchasing decisions for the Sony A7ii mirrorless camera. This type of research is quantitative and uses descriptive analysis method. The data analysis technique used is simple linear regression analysis. The sample in this study amounted to 100 people with a population of all individuals who use a Sony A7ii mirrorless camera, the photography community, and photography activists both in the hobby and professional fields. Based on the results of descriptive analysis, the product quality variable has a percentage value of 522.3% which is included in the fairly good category. While the purchase decision variable has a percentage value of 73.35% which falls into the good category. This research can be concluded that product quality has a significant effect on purchasing decisions. Where product quality has an effect of 55.8% and the remaining 44.2% is influenced by other factors not examined by this study.

Keywords: *Product Quality, Purchasing Decisions.*