

ABSTARCT

This study was conducted to determine the effect of product quality and price on purchasing decisions for the Samsung Galaxy S20 in Indonesia. The purpose of this study was to determine and analyze how consumer perceptions of product quality, how to purchase decisions for the Samsung Galaxy S20, the magnitude of the influence of product quality and price simultaneously and partially. on the decision to purchase the Samsung Galaxy S20 Series in Indonesia

This study uses quantitative descriptive research-causality. Sampling technicque used was purposive sampling type under non-probability sampling, with the total number of 100 respondents. The data was analyzed descriptively, and the hypothesis were tested by using multiple linear regression analysis

Based on a simultaneous hypothesis test, product quality and price have a significant effect on purchasing decisions for the Samsung Galaxy S20 Series. Based on the results of partial hypothesis testing (t test) it was found that product quality and price variables had a significant effect on purchasing decisions for the Samsung Galaxy S20 Series in Indonesia. Based on the coefficient of simultaneous determination that product quality and price can affect purchasing decisions 52.9% and other factors of 47.1% are influenced by other factors not examined in this study. Based on the partial coefficient of product quality has an effect of 31.8% on purchasing decisions and price has an effect of 18.3% on purchasing decisions

The conclusion of this study, product quality, price and purchase decision for the Samsung Galaxy S20 are in the good category, but there are several items that need to be improved such as software quality, prices that are too expensive and launching strategies

Keywords : Price, Producy Quality, Purchase Decision,