

ABSTRACT

Technology has become a part of our current daily life. A modest example of technology is using the smartphone as a communication device and improving the way we communicate with others. Like the present situation in the covid-19 pandemic, one of which has an impact on online learning, online shopping, and works that are done online through smartphones. One example is that the current pandemic is a challenge in developing creativity in the use of technology, not only transmitting knowledge, but also ensuring that learning is conveyed properly. The purpose of this study is to analyze the customer perception of smartphone iPhone 12 in Bandung City on Product Quality and Product Price on Purchase Decisions partially and simultaneously.

The method that is used in this study is descriptive quantitative method. Sampling was carried out using a non-probability sampling method with a purposive sampling sample. The sample of this research was iPhone 12 users who live in Bandung City, with a total of 100 respondents. The analysis data technique that was used in this research was multiple linear regression.

Based on the results of the T-test in this research, product quality and price variable have a significant influence on purchasing decisions partially on iPhone 12 smartphone users in Bandung City. Furthermore, based on the results of the F-test in this study, product quality and product price variables have a significant influence on purchasing decisions simultaneously on iPhone 12 smartphone users in Bandung City. Therefore, based on the result of the coefficient determination, the R Square has a score of 0.696, which means that the independent variables, product quality and product price affect the purchasing decisions by 69.6% while the remaining 30.4% is the contribution of the influence of other variables outside this study.

Keywords : Price, Product Quality, Purchasing Decision. iPhone 12