

## **ABSTRACT**

*Purchase decision is a crucial stage influenced by various factors. This study focuses on the influence of product quality and price on the purchase decision of iPhones among students in the Business Administration Department at Telkom University, Class of 2021, where there is a growing trend in iPhone usage among students. The purpose of this research is to examine and analyze the influence of product quality and price on the purchase decision of iPhones within this student group.*

*This study employs a quantitative method with a survey approach. The population consists of all Business Administration students at Telkom University, Class of 2021. The sample was determined using the Slovin formula, resulting in a sample size of 202 respondents. Data analysis was conducted using multiple linear regression with SPSS software.*

*The results indicate that product quality has a significant influence on purchase decisions, with a  $t$ -value of 15.573 and a significance of 0.000. Additionally, price also significantly influences purchase decisions, with a  $t$ -value of 16.853 and a significance of 0.000. Simultaneously, product quality and price have a significant influence on purchase decisions, with an  $F$ -value of 510.383 and a significance of 0.000, which is less than 0.05. The coefficient of determination (Adjusted R Square) test shows a value of 0.835, indicating that approximately 83.5% of the variation in iPhone purchase decisions can be explained by product quality and price, while the remaining 16.5% is influenced by other variables not examined in this study. Therefore, it can be concluded that both partially and simultaneously, product quality and price significantly influence the purchase decision of iPhones among students in the Business Administration Department at Telkom University, Class of 2021.*

*Keywords: Product Quality, Price, Purchase Decision, iPhone*