ABSTRACT

This study aims to describe consumer perceptions of the variables of product quality, software quality, and purchase decisions, as well as to test the mediating relationship among them for brand "S" flagship smartphones. A specific focus is given to the "green line" issue as an indicator of negative perceptions of product quality, and the One UI interface as a representation of software quality. This research specifically examines the role of software quality as a mediator in this relationship.

Data were collected through an online survey of 334 respondents who are users or prospective buyers of the Samsung Galaxy S Series. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software.

The results show that product quality does not have a significant direct effect on purchase decisions. Conversely, software quality has a significant positive effect and is proven to fully mediate the relationship between product quality and purchase decisions.

The key finding of this research is the full mediating role of software quality. This indicates a negative spillover effect mechanism, wherein a poor perception of physical quality (the "green line" issue) does not directly influence purchase decisions, but instead "spills over" and significantly lowers the perception of the software quality itself. This decline in software perception then becomes the primary pathway that influences purchase decisions. The implication is that manufacturers cannot solely rely on software excellence to cover hardware weaknesses, as consumer perceptions of both are interconnected.

Keywords: *Purchase Decision, Product Quality, Software Quality, Green Line, Full Mediation, Spillover Effect*