ABTRACT

(VELLA NURVIA SISKIA / 1900861201132 / 2024 / THE INFLUENCE OF PRODCT QUALITY ON OPPO A16 SMARTPHONE PURCHASE DECISIONS (CASE STUDY OF STUDENTS OF THE FACULTY OF ECONOMICS, BATANGHARI UNIVERSITY) / SUPERVISOR I PUPU SOPINI, S.E MM / SUPERVISOR II DENNY ASMAS, S.E MM)

Product is one of the main factors that consumers consider when purchasing a product. Therefore, the aim of this research is to determine product quality and purchasing decisions among students of the economics faculty at Batanghari University, Jambi and to determine and analyze the influence of product quality on purchasing decisions for the Oppo A16 smartphone.

The research method used in this research is a descriptive and quantitative method, namely quantitative research is research used to investigate, discover, describe and explain the characteristics and quality of products. With a student population at the Faculty of Economics, Batanghari University, Jambi and a sample size of 100 students.

Batanghari University is a private university in Jambi Province, Indonesia. Batanghari University was founded in 1985 under the Jambi Education Foundation. This foundation is a development of the Jambi Education Foundation which previously managed STKIP Jambi in 1970-1977.

Simple linear regression with results Y = 7,729-0.398X product quality regression coefficient of 0.398. Coefficient of determination = Rrquare (R2) of 0.324%, this figure states that the product quality variable (X) is able to influence the purchasing decision variable (Y) by 32.4% and the remaining 67.6% is influencedother factors that were not examined in this research.

The conclusion of this research is that product quality has a significant influence both partially on purchasing decisions

Keywords: product quality and purchasing decisions