

**PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN HANDPHONE MEREK IPHONE
MAHASISWA FAKULTAS EKONOMI UNIVERSITAS PENDIDIKAN
GANESHA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh harga dan kualitas produk terhadap keputusan pembelian handphone merek iphone pada mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah mahasiswa aktif di Fakultas Ekonomi Universitas Pendidikan Ganesha. Teknik sampling yang digunakan dalam penelitian ini adalah *nonprobability sampling* atau sampling jenuh, sehingga sampel yang digunakan sebanyak 96 mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha. Metode pengumpulan data dalam penelitian ini menggunakan metode observasi dan metode wawancara serta juga metode kuesioner dengan *skala likert*. Pengolahan data dalam penelitian ini menggunakan bantuan program SPSS *versi 25 for Windows*. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan uji hipotesis secara parsial (uji *t*) dan simultan (uji *F*). Hasil penelitian ini menunjukkan bahwa: (1) harga berpengaruh positif dan signifikan terhadap keputusan pembelian handphone merek Iphone pada mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha, (2) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian handphone merek Iphone pada mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha, dan (3) harga dan kualitas produk berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian handphone merek Iphone pada mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha.

Kata kunci: harga, keputusan pembelian, kualitas produk.

***THE INFLUENCE OF PRODUCT PRICE AND QUALITY ON THE
DECISION TO PURCHASE IPHONE BRAND OF STUDENTS FACULTY
OF ECONOMICS GANESHA EDUCATIONAL UNIVERSITY***

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ABSTRACT

This research aims to examine the influence of price and product quality on purchasing decisions for iPhone brand cellphones among students at the Faculty of Economics, Ganesha Education University. The type of research used is quantitative research. The population in this study were active students at the Faculty of Economics, Ganesha Education University. The sampling technique used in this research was nonprobability sampling or saturated sampling, so that the sample used was 96 students from the Faculty of Economics, Ganesha Education University. The data collection method in this research uses the observation method and interview method as well as the questionnaire method with a Likert scale. Data processing in this research uses the SPSS version 25 for Windows program. The data analysis technique used is multiple linear regression analysis with partial (t test) and simultaneous (F test) hypothesis testing. The results of this research show that: (1) price has a positive and significant influence on the decision to purchase iPhone brand cellphones among students at the Faculty of Economics, Ganesha Education University, (2) product quality has a positive and significant influence on the decision to purchase iPhone brand cellphones among students at the Faculty of Economics, Ganesha Education University, and (3) price and product quality simultaneously have a positive and significant effect on the decision to purchase an iPhone brand cellphone among students at the Faculty of Economics, Ganesha Education University.

Keywords: price, purchasing decisions, product quality.