

ABSTRACT

Saputra, Agung. 2023 The Effect of Price and Product Quality Perceptions on

Purchasing Decisions for Asus Brand Laptops for Economic Education Students in the 2018-2019 batch of FKIP Jambi University. Thesis, Department of Social Science Education, FKIP Jambi University, Supervisor: (I) Dr. Drs. Suratno, M.Pd (II) Dra. Refnida, M.E

Keywords: Price perception, Product Quality, Purchase Decision.

According to Schiffman and Kanuk (2008: 485) A purchase decision is a selection of two or more alternative choices between making a purchase or not making a purchase. So, if there is almost always a choice, then there is almost always an opportunity for consumers to make decisions.

This research is motivated by the gap in purchasing decisions for Asus brand laptops by economic education students in the 2018-2019 batch. The purpose of this study was to determine the effect of price, product quality on purchasing decisions for ASUS brand laptops for economic education students in 2018-2019.

The methodology used is quantitative research, the population in this study were economic education students in the Class of 2018-2019 totaling 137 students and a total of 21 respondents. Data collection techniques using questionnaires and literature studies. The data analysis techniques used in this study are Instrument Test (Validity and Reliability Test), Analysis Prerequisite Test (Normality Test, Linearity Test), Regression Assumption Test (Multicollinearity Test, Heterokedastisitas Test, Multiple Linear Analysis Test) and Hypothesis Test (T Test, F Test, Determination Coefficient Test).

The results of this study indicate that: In the price variable (X1) $t_{count} > t_{table}$, namely $4.217 > 2.100$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially the variable Price perception (X1) has a significant influence on purchasing decisions (Y). In the product quality variable (X2) $t_{count} > t_{table}$, namely $5.383 > 2.100$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially the product quality variable (X2) has a significant influence on purchasing decisions (Y). 3) Based on the analysis that has been carried out using the F test, it is known that $F_{count} = 107.148 > F_{table} 3.55$ and a significant value of $F = 0.000 < \alpha = 0.5$. So it can be concluded that Price and Product Quality simultaneously affect purchase satisfaction, so that the third hypothesis can be accepted. And the coefficient of determination (R square) obtained in this study is 0.923. This means that 92.3% of the Purchasing Decision variable (Y) can be explained by the independent variables, namely Product Quality (X1) and Price (X2) while the remaining 7.7% can be explained by other independent variables not included in this study.