

ABSTRAK

Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone iPhone (Studi Kasus: Mahasiswi Universitas Darussalam Gontor)

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42.2021.42.80.19

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan kualitas produk terhadap keputusan pembelian smartphone iPhone pada mahasiswi Universitas Darussalam Gontor. Latar belakang penelitian ini didasarkan pada persaingan ketat dalam industri teknologi komunikasi, khususnya pada produk premium seperti iPhone, yang mengutamakan kualitas dan eksklusivitas. Harga dan kualitas produk dipilih sebagai variabel independen karena dianggap memiliki pengaruh signifikan terhadap keputusan konsumen dalam memilih produk. Penelitian ini fokus pada pengaruh harga dan kualitas produk terhadap keputusan pembelian khususnya pada pengguna smartphone iPhone. Penelitian ini menyoroti mahasiswi Universitas Darussalam Gontor sebagai subjek utama. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang didistribusikan kepada 109 responden yang dipilih menggunakan teknik *purposive sampling* berdasarkan kriteria pengguna smartphone iPhone. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis menggunakan SPSS versi 16 dengan metode regresi linear berganda. Teknik analisis data meliputi uji validitas, reliabilitas, normalitas, asumsi klasik, serta regresi linier berganda. Hasil penelitian menunjukkan bahwa harga dan kualitas produk secara simultan maupun parsial berpengaruh signifikan terhadap keputusan pembelian. Secara khusus, kualitas produk merupakan faktor dominan yang memengaruhi keputusan pembelian dibandingkan harga. Temuan ini menunjukkan bahwa meskipun harga iPhone relatif tinggi, konsumen tetap memilih produk ini karena kualitasnya yang unggul. Penelitian ini memperkaya studi perilaku konsumen, khususnya terkait variabel harga dan kualitas produk dalam konteks keputusan pembelian produk premium. Secara praktis, hasil penelitian dapat menjadi acuan bagi perusahaan dalam merancang strategi pemasaran yang lebih efektif, misalnya dengan terus meningkatkan kualitas produk untuk mempertahankan daya saing di pasar.

Kata kunci: *Harga, kualitas produk, keputusan pembelian, iPhone smartphone*

ABSTRACT
The Influence of Price and Product Quality
on iPhone Smartphone Purchase Decisions
(Case Study: Female Students at University of Darussalam Gontor)
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This study aims to analyze the influence of price and product quality on the purchase decision of iPhone smartphones in University of Darussalam Gontor student. The background of this research is based on the fierce competition in the communication technology industry, especially in premium products such as the iPhone, which prioritizes quality and exclusivity. Product price and quality were chosen as independent variables because they are considered to significantly influence on consumer decisions in choosing products. This research focuses on the influence of price and product quality on purchase decisions, especially in iPhone smartphone users. This study highlights the University of Darussalam Gontor student the main subject. This study uses a quantitative method with a survey approach. Data was collected through a questionnaire distributed to 109 respondents who were selected using a purposive sampling technique based on the criteria of iPhone smartphone users. Data were collected using a Likert scale questionnaire and analyzed using SPSS version 16, and analyzed using multiple linear regression method to identify non-linear or indirect relationships. Data analysis techniques include validity, reliability, normality, classical assumptions, and multiple linear regression tests. The study result show that price and product quality simultaneously and partially have a significant effect on purchase decisions. In particular, product quality is the dominant factor that influences purchasing decisions rather than price. These findings show that even though the price of the iPhone is relatively high, consumers still choose this product because of its superior quality. This research enriches the study of consumer behavior, especially related to price variables and product quality in the context of purchasing premium products. Practically, the research result can be a reference for companies in designing more effective marketing strategies, such as continuously improving product quality to maintain competitiveness in the market.

Keywords: Price, product quality, purchase decision, iPhone Smartphone