

TABLE OF CONTENT

ABSTRAK.....	iii
ABSTRACT.....	iv
APPROVAL OF SUPERVISOR.....	v
MOTTO	vii
DEDICATION	x
ACKNOWLEDGEMENT	xi
TABLE OF CONTENT	xii
LIST OF TABEL.....	xiv
LIST OF FIGURE.....	xv
CHAPTER I.....	1
INTRODUCTION	1
A. Background of Research	1
B. Problem Formulation	8
C. Benefit of Research.....	8
CHAPTER II	10
LITERATURE REVIEW	10
A. Theoretical Basis	10
1. Price.....	13
2. Product Quality	13
3. Purchase Decision.....	17
B. Previous Research	21
C. Research Framework.....	24
D. Research Hypothesis.....	25
1. The Effect of Price on Purchase Decisions iPhone Smartphone	25
2. The Influence of Product Quality on Purchase Decisions	26
3. The Influence of Price and Product Quality on Purchase Decision	26
CHAPTER III.....	27
RESEARCH METHODS.....	27
A. Place and Time of Research.....	27
B. Types of Research.....	27
C. Type and Sources of Data	27
D. Variabel Operational Definition.....	28
E. Population and sample	29

1.Population.....	29
2.Sample	29
F.Data Collection Techniques.....	30
G.Scope of Research.....	31
H.Data Analysis Technique	32
CHAPTER IV	40
RESULT AND DISCUSSION	40
A.Description of The Object of Research	40
1. History of iPhone.....	40
2. Respondent Characteristics	41
B. Data Analysis Technique	42
C. Analysis and Discussion	50
CHAPTER V.....	54
CONCLUSION.....	54
A. Conclusion.....	54
B. Suggestion	54
BIBLIOGRAPHY.....	56



LIST OF TABEL

Table 1. Top 5 Companies' Market Share Smartphone	3
Table 2. Previous Research	Error! Bookmark not defined.
Table 3. Variabel Operational Definition	28
Table 4. Likert Scale	31
Table 5. Validity Test Result	33
Table 6. Reliability Test Result	35
Table 7. Respondent based Program Study	41
Table 8. Normality Test Result	43
Table 9. Multicollinearity Test Result	44
Table 10. Heteroscedasticity Test	45
Table 11. Multiple Linear Regression Test	45
Table 12. T-Test (Pertial Test)	47
Table 13. F-Test	48
Table 14. Determination Coefficient Test (R ² Test)	49



LIST OF FIGURE	
Figure 1. Research Framework	25
Figure 2.Apple's Logo	41

