

ABSTRACT

Victharyan Bhakti (NIM 09.2.004) “ ANALYSIS OF EFFECT OF QUALITY PRODUCT AND PRICE ON PURCHASE DECISIONS EVERCROSS ABDRINEDA PHONE A27” under the guidance of Mr. Andreas Sarjono, M.M

This study aims to examine the effect of product quality and price on purchase decisions Evercross Andromeda phone A27. The stronger the product quality and price of this phone will evercross may effect attitudes of consumers in makin purchasing decisions that benefit the company may make from time to time even though competition in today's market is getting tighter between the same products. Population in this study is the people who use mobile products evercross. Samples obtained in this study were 100 respondents. Hypothesis testing using multiple regression analysis with SPSS version 17.0. test results indicate that the variable quality of the product (X1) and price (X2) has an influence on mobile phone purchasing decisions Evercross.

Keyword : produst quality, price, purchase decision, evercross