

## **ABSTRACT**

*This research analyzes the influence of the quality of products on purchase decisions Coolpad smartphone in Palembang, which aims to determine whether the quality of the product influence on purchase decisions Coolpad smartphone in Palembang. The population in this study are all people who use smartphones Coolpad in Palembang. Samples were obtained of 100 respondents using non-probability sampling technique is purposive sampling which is Coolpad smartphone users aged 17-30 years. This study uses primary data obtained from questionnaires distributed to respondents. Data analysis technique used is descriptive analysis and simple regression analysis with SPSS ver.20 to determine the effect of variable quality product in terms of performance, features, reliability, conformance, durability, service capabilities, aesthetics, and perceived quality on purchase decision. Hypothesis testing using t test at  $\alpha = 0.05$ . The results showed that the product quality and a significant positive influence on purchase decision Coolpad smartphone in Palembang.*

**Keywords: product quality and purchase desicion**