

## **ABSTRACT**

*This research purposes to analyze the influence of price and product quality on the oppo smartphone decision in the island of Sapeken, Sumenep Regency. The sample in this research is 100 respondents, the data was taken using questionnaires and documentation the being analyzed using multiple linear regression tests with the help of the SPSS program which was previously tested for classical instruments and assumptions. Based on the result of double linear regression could be know the coeffisien of regression  $X_1$  is 0,539, and  $X_2$  is 0.099. Through the t test it can be seen that the value results of the price variable are  $t_{count} = 4.086$  with sig value. 0.047, and product quality is  $t_{count} = 2.756$  with sig value. 0.028. So it can be concluded that the variable price, and product quality partially have an effect significant to purchasing decisions.*

**Keywords:** *price, product quality, purchase decision*

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan kualitas produk terhadap keputusan pembelian smartphone oppo di Pulau Sapeken Kabupaten Sumenep. Sampel dalam penelitian ini berjumlah 100 responden, data diambil dengan menggunakan kuesioner dan dokumentasi kemudian dianalisis menggunakan uji regresi linear berganda dengan bantuan program SPSS yang sebelumnya dilakukan uji instrumen dan asumsi klasik. Berdasarkan hasil regresi linear berganda dapat diketahui koefisien regresi  $X_1$  sebesar 0,539, dan  $X_2$  sebesar 0,099. Melalui uji t dapat diketahui hasil nilai variabel harga  $t_{hitung} = 4,086$  dengan nilai sig. 0,047, dan kualitas produk  $t_{hitung} = 2,756$  dengan nilai sig. 0,028. Sehingga dapat disimpulkan bahwa variabel harga, dan kualitas produk secara parsial berpengaruh signifikan terhadap keputusan pembelian.

**Kata kunci:** harga, kualitas produk, keputusan pembelian