

ABSTRACT

ANALYSIS OF INFLUENCE ON DECISION QUALITY PRODUCTS FOR PURCHASE

SONY ERICSSON PHONE

(STUDY OF PERCEPTION STUDY OF ITS STUDENTS OF UNIVERSITY FACULTY
OF ECONOMICS)

By

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Sony Ericsson (full name: Sony Ericsson Mobile Communications AB) is a manufacturer of mobile phone company which is a combined result of two major companies in two different areas: the Japanese company, Sony (electronics) and the Swedish company, Ericsson (telecommunications provider).

Problems faced by the company is the market share obtained by Sony Ericsson is still far away compared to Nokia which is the market leader. Saturation of the product to be one important factor that caused the failure of Sony Ericsson to become the market leader. As a follower of the mobile phone industry, Sony Ericsson is always trying to strengthen its position by always providing the best for their users or customers, so that Sony Ericsson is expected to improve product quality and to understand consumer perceptions of quality from all circles, including college students. Therefore, the problems in the analysis in this paper is whether the quality of the Sony Ericsson product influence the purchase decisions of students of Faculty of Economics, University of Lampung?

The purpose of this study was to determine the effect the quality of the Sony Ericsson product to decision of purchasing the students of Faculty of Economics, University of Lampung. In this study, the variables in the analysis is the perception of quality that includes seven dimensions namely, performance, service, durability, reliability, product characteristics, compliance with specifications, and results.

Research hypothesis is that there is influence between product quality and purchase decisions. The result was known through the product moment correlation and coefficient of determination, it is known that the seven dimensions of perceived quality of products (performance, reliability, service, reliability, product characteristics, compliance with specifications, results) as a whole has a positive influence on purchase decisions Sony Ericsson in Student Faculty of Economics, University of Lampung, with the value of 32.49%. Hypothesis test using t test and obtain the result $t_{count} > t_{table}$ with a value of $6.6 > 1.658$.

Sony Ericsson to the Company are advised to maintain product performance, easy to use cell phone or operated by any person. This needs to be done because the valuation of the elements of product quality perceptions, it turns out assessment of the indicators are obtaining the best value in the eyes of consumers student in the Faculty of Economics, University of Lampung.