ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AGAINST PURCHASING DECISION FOR THE APPLE *iPad* TABLET IN BANDAR LAMPUNG

By

AGUNG RIZKI

Market developments that occur is affecting the business as a provider fulfillment tool of consumers to be more creative and innovative in making products that can attract consumers to buy their products. Quality products become an important element contributing to the success of marketing. Along with the development of technology, Indonesian people especially those living in urban areas began to change their lifestyle. Currently some companies introduce computer is tablet. Strategically the tablet was launched to get into an empty market niche between notebook and smartphone.

The Problem of this research is low number of consumers who buy Apple *iPad* tablet. The objective of the research is to determine the effect of product quality against Apple *iPad* Tablet purchasing decision in Bandar Lampung. The hypothesis is quality product have a positive influence against purchasing decision of Apple *iPad* Tablet in Bandar Lampung. The population is a consumers who doing a purchase and have Apple *iPad* Tablet in Bandar Lampung. The analytical

tool used in this research are validity and reliability test, qualitative analysis of the frequency distribution, and quantitative analysis using multiple linear regression.

After analysis and discussion using the F-test and t-test of variable product quality positively influence the purchase decision of the Apple *iPad* tablet in Bandar Lampung. The calculation results of multiple linear regression in this study showed that 83.6% variable product quality influence on purchase decisions Apple *iPad* tablet in Bandar Lampung, while the remaining 16.6% is influenced by other variables which not examined. Partial results of hypothesis testing by t-test at 95% confidence level or with a value of $\alpha = 5\%$ obtained all independent variables product quality t-count> t-table then H_o is rejected and H_a accepted, value print out the significance of the results turned out to be below the specified at $\alpha = 5\%$ so that all variables are statistically the quality of the product (X) has a positive influence on purchase decisions Apple *iPad* Tablet in Bandar Lampung.