

ABSTRACT

ASUS brand laptop users show a fairly high ranking among the public. This is because ASUS brand laptops have several advantages such as: 1) having a tough motherboard, 2) being used to play games, 3) more affordable prices, 4) longer warranty. The existence of several advantages of the Asus brand laptop makes many people who decide to choose the Asus brand laptop. This study was conducted to determine the effect of price and product quality on purchasing decisions for ASUS brand laptop products for Telkom University students. The purpose of this study was to determine the significant effect of price on purchasing decisions, the significant effect of product quality on purchasing decisions, and the significant effect of price and product quality on purchasing decisions for ASUS brand laptop products at Telkom University students. This study uses a quantitative method with a descriptive-causality approach. Sampling was done by using the census sampling technique, with the number of respondents being 100 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing, price and product quality have an effect on purchasing decisions for ASUS brand laptop products for Telkom University students. This is evidenced by $F_{count} = 283.737 > F_{table} = 2.696$ with a significance level of $F = 0.000 < \alpha = 0.05$. Based on the determinant coefficient, it was found that the effect of price and product quality on the decision to purchase ASUS brand laptop products at Telkom University students simultaneously was 85.1% while the remaining 14.9% was influenced by other independent variables that were not examined in this study.

The conclusion of this study, there is a significant effect of price on purchasing decisions, product quality on purchasing decisions, and there is a significant effect of price and product quality on purchasing decisions for ASUS brand laptop products at Telkom University students.

Keywords: Price, product quality, purchasing decisions, Telkom University students.