

ABSTRACT

The decreasing purchase interest on laptops in Indonesia are shifted by smartphones, however, laptop sales are still running. In 2016, around 2,2 million laptops sold, where ASUS becomes the most sold product with 47,07% of overall sales. This research is conducted to know how the quality product, price and buying decision variables towards ASUS laptop and also to know and analyze how are the product quality and price effect partially and simultaneously towards buying decision of ASUS laptop consumers in Bandung.

This research uses quantitative method descriptive-causality. The population are ASUS laptop users in Bandung scattered with an uncertain number, and the samples in this research were taken using non-probability-incident sampling and the samples are 100 ASUS laptop buyer and users in Bandung. Analysis data technique is using multiple linear regression analysis.

The results from the research overall were that the product quality, price, and buying decision on ASUS laptop is in the good category. Based on partial test, product quality and price have a significant impact towards buying decision. Based on the simultaneous test, product quality and price variables simultaneously have a significant impact on buying decision variable towards ASUS laptop consumers. Based on the calculation of the coefficient of determination (R^2), the value is 0,385 or 38,5%.

Keywords: Quality Product, Price, Purchase Decision