

ABSTRACT

This study was conducted to determine the effect of design and product quality on purchasing decisions on the iPhone 11 (Case Study on Students of the Faculty of Communication and Business at Telkom University). The purpose of this research is to find out how the iPhone 11 product design according to consumers at the Faculty of Communication and Business, find out how the quality of iPhone 11 products according to consumers at the Faculty of Communication and Business, find out how the iPhone 11 product purchase decisions according to consumers at the Faculty of Communication and Business, and knowing how much influence product design and product quality have on iPhone 11 purchasing decisions on consumers at the Faculty of Communication and Business.

This research uses quantitative method with descriptive-causal type of research. Sampling was done by non-probability sampling method purposive sampling, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of the simultaneous hypothesis test (F test) it was found that the Product Design and Product Quality variables have a significant influence on the iPhone 11 Purchase Decision. This is evidenced by the value of f count (92.838) > f table (3.09) and a significance level of $0.000 < 0.05$. Based on the results of the partial hypothesis test (T test) it was found that the Product Design variable has a significant influence on the iPhone 11 Purchase Decision. This is evidenced by the t count (6.268) > t table (1.985) and the significance level is $0.0000 < 0, 05$. T-Test Results on the Product Quality variable have a significant influence on iPhone 11 purchasing decisions. This is evidenced by the value of t count (2,200) > t table (1,985) with a significance of $0.030 < 0.05$. Based on the results of the coefficient of determination, it was found that the effect of Product Design and Product Quality variables on iPhone 11 Purchase Decisions for Students of the Faculty of Communication and Business was 65.7%.

The conclusion of this study, the influence of Product Design and Product Quality is in the good category and has a significant influence on iPhone 11 Purchase Decisions for Students of the Faculty of Communication and Business.

Keywords: Product Design, Product Quality, Buying Decision