

ABSTRACT

Fatwa Adhma Khoiri, 2013 Thesis. Title: "The Effect of Product Quality to Purchase Decision of Mobile Branded BlackBerry " Black Market " The survey on BlackBerry BM Buyers on Online Stores Cellular Fatwa I " .

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Keywords : Quality Product, Purchase Decision

Conditions of the Product Quality BB BM strong influence in the purchase decision. Because product quality BB BM in fact very low. This study aimed to determine the effect of the quality of the product in this case is the Performance, Display, Reliability, Compliance with specifications, Durability, service, aesthetics and quality perceived on purchase decisions BlackBerry Mobile Brand "Black Market" The survey on BlackBerry BM Buyers in Online Store Cellular fatwa I either partially or simultaneously.

The test is performed using multiple linear regression to consider the validity and reliability as well as considering the classical assumption, that is normality, multicollinearity, heteroscedasticity, autocorrelation and linearity

From the results of simultaneous analysis with significant of level 5%, the product quality represented by the variable performance, display, Reliability, Compliance with specifications, Durability, service, aesthetics and quality perceived significantly influence purchasing decisions. These variables explain the influence purchasing decisions at 37.6% while the remaining 62.4% is explained by other variables outside the model equations. Partially with level of significant 5% variables Durability, Service and Aesthetics significant influence on purchasing decisions while variable performance, display, Reliability, Compliance with the specification and quality. perceived no partial effect. The most dominant variable in influencing purchase decisions are aesthetic to the smallest significance value of not more than 0.05, which is 0.002.