



**INFLUENCE OF PRODUCT QUALITY AND PRICE
ON THE DECISION TO PURCHASE AN IPHONE
AT ITIAR OLSTORE PADANG**

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ABSTRACT

The purpose of study This is For test influence quality products and prices to decision purchase iPhone on the itiar olstore Padang. Variables used in study This covers variable bound , ie decision purchases (Y), and variables free , that is quality product (X1) and price (X2). Type on study This is use method quantitative , data collection through spread questionnaire to 93 respondents with using purposive sampling. With use instrument testing (validity test and reliability test) , assumption test (normality test , multicollinearity test and heteroscedasticity test) then multiple linear regression and hypothesis testing with help SPSS application . Result of study This show that quality product influential positive and significant to decision purchase and price influential positive and significant to decision purchase .

Keywords : quality products , prices and decisions purchase

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INTRODUCTION

The development of technology, information and communication is increasingly modern, sophisticated and fast-paced, where now smartphones have become a primary need for all levels of society, including students, students, teachers, entrepreneurs and other types of work. As technology develops, smartphones are needed not only to meet communication needs, but also to meet work, education, entertainment, business and other needs.

Currently, smartphones are equipped with a wide selection of features such as being able to capture various radio and television broadcasts, audio (MP3) and video player software, digital cameras, games, internet services, receiving email, social media and document editing media. With this, smartphones are very popular among today's society. Lots smartphone brands start popping up follow need consumers are offered by different brands and also have an impact on the tightness

competition For get consumers , so demand party management company For more be careful in do activity the marketing .

One of smartphone brands circulating in the Indonesian market , namely iphone . Based on data from the best cellphone brands in this world in 2021 according to TrendForce , Apple being one The best cellphone brand that occupies ranking second with a market share of 15.8% outperformed a number of other cellphone brands (D. Wolff et al., 2021) .

The iPhone is Apple's first smartphone innovation, which was created in 2007. The iPhone creates a characteristic that is different from other smartphones, namely in its operating system. The iPhone has a name in international circles because this smartphone is known for its distinctive premium logo and specifications that can be said to be superior. The iPhone is modified with a different operating system from other smartphones because this Apple product creates its own OS, the OS is the operating system for Apple hardware, the reason Apple uses its own OS is because the device it produces will work optimally and not only that, the superiority of the OS from cellphones This smart phone can only be used by those who have Apple cellphones and this OS is a type of operating system that closely follows technological advances and is able to master various other system operations and this will influence consumers' purchasing decisions for iPhones, very different from Android devices which are free of various types. Brands like Samsung, Real Me, Oppo, Vivo can use the OS they have (Susanto & Cahyono, 2021) .

One of the smartphone shops that sells iPhones in Padang City is Itiar Olstore which is located on Jl. Ir. H. Juanda No. 28, Rimbo Kaluang, Kec. Padang Bar, Padang City, West Sumatra. The researcher chose this location because Itiar Olstore is a well-known smartphone shop that sells iPhones specifically with various types and special accessories for iPhones.

Poor product quality can cause consumers to be disappointed and doubt their purchasing decisions. This could result in product returns, complaints or even avoidance of the brand in the future. It is important for companies to prioritize product quality as part of their internal and business strategy to build positive relationships with consumers.

Quality product is whole combined characteristics the products produced from marketing , engineering , production and maintenance make it product the can used fulfil hope customer or consumer (Aldini et al., 2022) . Buyer buy something product when felt suitable , so product the must customized with desire or need buyers order the product the succeed marketed . Quality product proven influential to reputation brands and decisions purchases , increasingly Good quality product so the more Good grow reputation brands and decisions purchase .

Apart from quality product , other influencing factors decision purchase is price . Price is factor from something most frequent products used by some consumer For evaluate something product that will purchased in accordance with quality product provided . "Price is factor always the main thing considered in A decision selection and purchase something product " (Sangadji Etta Mamang and Sopiah , 2013 in Hendro Chardika R and Hidayat Wahyu, 2018).

The price on the iphone is considered high by consumers compared with benefit or their value accept from product the can cause consumer consider more alternatives affordable or postpone purchase iphone until price down or There is interesting promotions . phenomenon This Can become obstacle in achieve sales targets . Company perhaps must overcome phenomenon negative price This with more pricing strategies flexible , promotional or innovation product that delivers mark added clearly for consumer so that high price can accepted.



Hypothesis Development

The influence of product quality on purchasing decisions

Montolalu et al. (2021) in their research on the influence of product quality, price, and digital marketing on customer satisfaction that product quality significantly influences customer satisfaction. This means that the higher the quality, the higher the purchasing decisions made by consumers.

From the research results (Suharni Rahayu, 2017), it shows that there is a fairly strong relationship between product quality and purchasing decisions.

Shofryana (2020), this research suggests that the product quality variable has a positive and significant effect on purchasing decisions, meaning that if the product is quality then consumers will not hesitate to make a purchase.

H₁: Product quality has a positive and significant effect on purchasing decisions

The Influence of price on purchasing decisions

Research conducted by Pratiwi et, al (2022) shows that price variables have a positive and significant effect on iPhone purchasing decisions, meaning that the higher the price, the more affordable the price is for consumers in accordance with the quality and benefits obtained.

Researchers (Dioh, 2020) and (Prihartono, 2020) explain that price has a positive and significant effect on purchasing decisions. This can be interpreted as if the price is relatively cheap and affordable so that consumers' buying interest will increase, this will definitely increase the total purchasing decisions..

Amron Amron (2018) Shows that the price variable has an influence on the consumer purchasing decision process on Apple iOS smartphones.

H₂: Price has a positive and significant effect on purchasing decisions

RESEARCH METHODS

Types of Research

In this research, the type of research method used is qualitative research methods. This method is called a qualitative method, regional research and research in the form of analysis using statistical analysis. Qualitative research according to the general analysis is required to use a variety of methods, starting from the collection of data, the analysis of the data, and also the analysis of the results. (Nurdin & Halrtalti, 2019).

Research Objects

The object of the research is the company's installation site which has a large business and also has operational performance which has complete falsilitals in accordance with the business in the business on the road by the company (Sugiyono, 2018). In this research, the object of the research is itiar olstore Padang, which sells iPhone-specific products. The local signal is located on Jl. Ir. H. Juanda No.28, Rimbo Kaluang, Kec. Padang Bar, Padang City, Sumatera Barat.

Population and Sample

Population

The population is a complete collection of all similar elements in the Dalpalt and is considered to be an object of research (Herdialnsyalh, 2019). According to Sugiyono (2017), the general analysis is based on objects and subjects that have certain qualities and characteristics that have been identified by a researcher and can be studied in drawing conclusions. Based on the understanding of online marketing, the population of this research is consumers who buy Italian store products in Paldalng. To carry out this research, a total of 1,240 consumers who bought iPhones at Italy's online store in 2023 will also be used as a population.

Sample

Samples used in study This is totaling 93 respondents theory Already Enough produce accurate data . Taking sample in study This use purposive sampling method . The purposive sampling method is one method of taking sample in a way No random based on criteria certain .

Data Types and Sources

Data type

The data used in this research is a type of dal. (Sugiyono, 2017) Qualitative data is a collection of data that can be measured and calculated in the form of alkal and then alkalkal.

Data source

The information used in this research is primary data, namely information produced or collected by researchers directly from the object under study, that is what is used in this research is direct interviews or distributing questionnaires to consumers who have purchased iPhone products at the location of the object under study (Sugiyono, 2017)

Data collection technique

1. Observation

Observation is a technique that is intertwined with practical experience (Sugiyono, 2017). The ones that were observed in this research were direct observations at the Italian Store Paldalng to assess the number of people who purchased iPhones at the Italian Store Paldalng.

2. Questionnaire (Angket)

The survey questionnaire is a data collection technique that is carried out by giving several written questionnaires to the respondent and the questionnaire (Sugiyono, 2017)

3. Interview

The interview is also a research tool to carry out informal information using direct communication techniques to carry out the information that is needed by all the people who are being researched.



Variable Operational Definition

Tabel 1
Variable Operational Definition

No	Variable	Definition	Indikator	Source
1	Product quality	Product quality is a standard for measuring the level of success of a product in accordance with the company's legal requirements for which the product quality is carried out in positioning. Products that have good quality in the market make it possible to position the product as a quality product in the minds of consumers.	<ul style="list-style-type: none"> a. <i>Performance</i> b. <i>Features</i> c. <i>Reallibility</i> d. <i>Conformance to spesification</i> e. <i>Durability</i> f. <i>Serve ability</i> g. <i>Aesthetics</i> h. <i>Perceived quallity</i> 	Rohmat (2019)
2	Price	Price is the amount of money that consumers have to spend to get the product or service that consumers need so as to obtain the benefit value and ownership status.	<ul style="list-style-type: none"> a. Affordability b. Matching price with product quality c. Matching price with benefits d. Prices according to ability or price competitiveness. 	Kotler dan Armstrong (2016)
3	Buying Decision	Purchasing Decisions are the wrongful decisions that individuals carry out in selecting internal behavior according to the dual internal behavior that is most often carried out in	<ul style="list-style-type: none"> a. <i>Produk choice</i> b. <i>Brand choice</i> c. <i>Purchase channel selection</i> d. <i>Purchase timing</i> e. <i>Purchase amount</i> 	Kotler & Amstrong (2012)

No	Variable	Definition	Indikator	Source
		the process of purchasing decision.		

Data analysis technique

Test Research Instruments

Validity test

Validity test originate from the word *validity* which means so far where accuracy And thoroughness something tool measuring Work For do function his book (Sugiyono , 2017) . Instrument is said to be valid if Can measure what you want and can states the data on the variables studied with appropriate . Indicators that can used For test validity something question is *Corrected Item Total Correction* (CITC) and standard measurement of 0.3. Concluded if (r -count > r- table) *Corrected Item Total Correction* > 0.3 means the questions in the questionnaire are valid. And vice versa if (r -count < r- table) *Corrected Item Total Correction* < 0.3 , that means questions in the questionnaire invalid .

Reliability Test

Testing reliability can done use alpha coefficient (*Cronbach's alpha*). Concluded if *Cronbach's Alpha* (CA) > 0.6 means answer reliable respondents because respondents Already answer with consistent . On the contrary if *Cronbach's Alpha* (CA) < 0.6 means answer respondents No reliable .

Analysis Descriptive

According to Sugiyono (2017) total achievements respondents is something size For count each category answer from descriptive variable , then can calculated with use formula :

$$TCR = \frac{Rs}{n} \times 100\%$$

Information :

TCR = Achievement Rate Respondent

Rs = Average score answer respondents (mean)

n = Score value answer

Test Assumptions Classic

Normality test

Normality test is a test that can be done used For know is in something regression variable dependent and variable free nor both of them own normal distribution or abnormal (Sugiyono , 2017). Indicator the measurement is *One-sample k olmogorov test* using alpha standard 0.05.

Influence Of Product...(wulandari, susanti)



Concluded that a data can be said to be normal if the data has mark asymp significant > 0.05 . And vice versa if mark asymp significant < 0.05 is interpreted that the data is distributed abnormal .

Multicollinearity Test

According to Lumenta et al (2019) state that method This used aim For test is a regression model there is correlation between variable free (independent). Testing multicollinearity seen from the amount of VIF (*Variance Inflation Factor*) is 10 and *Tolerance* is 0.1. So research free from symptom multicollinearity , if on the other hand the VIF is small of 10 and *Tolerance* small of 0.1 then study the free from symptom multicollinearity.

Heteroscedasticity Test

According to Lumenta et al (2019) heteroscedasticity test aim test is in the regression model happen inequality variant between residuals one observation to other observations . It can be concluded that the sign is > 0.05 then study free from symptom heteroscedasticity , on the other hand if sign < 0.05 then study No free from symptom heteroscedasticity .

Analysis Multiple linear regression

For know influence leadership transformational and cultural organization to performance employees at Perumda Tirta Khayangan city river full , then can stated equality Multiple linear regression with equality following :

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y = Purchase Decision

a = Constant

β_1 = Regression Coefficient of Variable X1 (Product Qualitals)

β_2 = Regression Coefficient of Variable X2 (Price)

X1 = Product Quality

X2 = Price

e = Nuisance Variable/Standard Error

Hypothesis testing

- If mark significant > 0.05 or t- count $<$ t- table or so hypothesis the will rejected . Can concluded that variable free No influential significant to variable bound .
- If mark significant < 0.05 or t- count $>$ t- table so hypothesis the accepted Can concluded that variable free influential significant to variable bound .

RESULTS AND DISCUSSION

Validity test

Tabel 2
Validity Test Results For Variable Quality Product (X1)

Question	Corrected Item-Total Correlation	Rule Of Thumb	Conclusion
X1.1	0.7 92	0.300	Valid
X1.2	0.8 34	0.300	Valid
X1.3	0. 6 5 4	0.300	Valid
X1.4	0.7 0 3	0.300	Valid
X1.5	0.7 33	0.300	Valid
X1.6	0.7 46	0.300	Valid
X1.7	0. 7 6 5	0.300	Valid
X1.8	0.8 32	0.300	Valid
X1.9	0.6 10	0.300	Valid
X1.10	0.6 51	0.300	Valid
X1.11	0.772	0.300	Valid
X1.12	0.797	0.300	Valid
X1.13	0.7 13	0.300	Valid
X1.14	0.618	0.300	Valid
X1.15	0.562	0.300	Valid
X1.16	0.812	0.300	Valid

Source : SPSS 21 data (processed 2024)

From table on taken is known that from all statement about variable X1 (Product Quality) can be declared valid where *Corrected Item-Total Correlation* more big from mark *Role Of Thumb* of 0.300, then can next study furthermore .

Tabel 3
Validity Test Results for Price Variable (X2)

Question	Corrected Item-Total Correlation	Rule Of Thumb	Conclusion
X2.1	0.793	0,300	Valid
X2.2	0.9 01	0,300	Valid
X2.3	0.779	0,300	Valid
X2.4	0.7 02	0,300	Valid
X2.5	0.8 04	0,300	Valid
X2.6	0.690	0,300	Valid
X2.7	0.793	0,300	Valid
X2.8	0.690	0,300	Valid



Source : SPSS 21 data (processed 2024)

From table on taken is known that from all statement about variable X 2 (Price) can be declared valid where *Corrected Item-Total Correlation* more big from mark *Role Of Thumb* of 0.300, then can next study furthermore .

Tabel 4
Validity Test Results For Purchase Decision Variable (Y)

Question	Corrected Item-Total Correlation	Rule Of Thumb	Conclusion
Y.1	0.408	0,300	Valid
Y.2	0.416	0,300	Valid
Y.3	0.476	0,300	Valid
Y.4	0.408	0,300	Valid
Y.5	0.415	0,300	Valid
Y.6	0.376	0,300	Valid
Y.7	0.388	0,300	Valid
Y.8	0.357	0,300	Valid
Y.9	0.365	0,300	Valid
Y.10	0.373	0,300	Valid

Source : SPSS 21 data (processed 2024)

From table on taken is known that from all statement about variable Y (Purchase Decision) can be declared valid where *Corrected Item-Total Correlation* more big from mark *Role Of Thumb* of 0.300, then can next study furthermore .

Reliability Test

Tabel 5
Hasil Uji Reliabilitas

No	Variable	Cronbach's Alpha	Measurement Standards	Conclusion
1.	Product quality	0.923	0.600	Reliable
2.	Price	0.874	0.600	Reliable
3.	Buying decision	0.717	0.600	Reliable

Source : SPSS 21 data (processed 2024)

From the results of the reliability test, *the Cronbach's Alpha value* for the research variables Product Quality, Price and Purchasing Decisions was more than 0.600, which shows that the variables studied can be said to be reliable.

Analysis Descriptive

Tabel 6
Descriptive Results Quality Product (X1)

Question Items	Scale					Average	TCR	Criteria
	SS	S	K.S	T.S	STS			
X1.1	23	37	32	1	0	3.7	73.96	Good
X1.2	20	45	26	2	0	3.77	76.64	Good
X1.3	34	42	16	1	0	3.62	72.13	Good
X1.4	27	43	21	1	1	3.63	70.08	Good
X1.5	31	47	12	3	0	3.73	75.06	Good
X1.6	21	50	22	0	0	3.78	73.86	Good
X1.7	25	47	20	1	0	3.76	73.9	Good
X1.8	32	48	12	0	1	3.67	76.42	Good
X1.9	37	45	11	0	0	3.63	77.18	Good
X1.10	40	42	10	1	0	3.6	71.08	Good
X1.11	28	53	12	0	1	3.7	75.12	Good
X1.12	34	49	9	0	1	3.68	72.65	Good
X1.13	42	38	12	1	0	3.73	74.96	Good
X1.14	30	42	20	1	0	3.67	76.7	Good
X1.15	22	56	13	1	1	3.69	72.28	Good
X1.16	37	42	14	0	0	3.71	71.26	Good
Quality Average Product						3.65	73.64	Good

Source : SPSS 21 data (processed 2024)

From the table above, it can be seen that the highest percentage of question items is 77.18%. Average conclusion from respondents' responses to product quality variables is at a good level, namely 73.65%.

Tabel 7
Descriptive Results (X2)

Question Items	Scale					Average	TCR	Criteria
	SS	S	K.S	T.S	STS			
X2.1	30	46	13	4	0	3.79	78.22	Good

Influence Of Product...(wulandari, susanti)

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Question Items	Scale					Average	TCR	Criteria
	SS	S	K.S	T.S	STS			
X2.2	33	48	11	1	0	3.48	70.92	Good
X2.3	28	53	12	0	0	3.92	75.12	Good
X2.4	38	40	13	2	0	3.14	71.28	Good
X2.5	32	39	20	0	2	3.46	68.15	Good
X2.6	13	56	24	0	0	3.09	72.71	Good
X2.7	41	43	9	0	0	3.29	79.23	Good
X2.8	36	45	11	0	1	3.21	79.21	Good
Average Price						3.67	74.60	Good

Source : SPSS 21 data (processed 2024)

From the table above, it can be seen that the highest percentage of question items is 79.22%. The average conclusion from respondents' responses to the brand image variable is at a good level, namely 74.60.

**Tabel 8
Descriptive Results of Purchase Decisions**

Question Items	Scale					Average	TCR	Criteria
	SS	S	K.S	T.S	STS			
Y.1	24	46	20	1	2	3.91	73.46	Good
Y.2	30	50	13	0	0	3.74	72.91	Good
Y.3	31	40	22	0	0	3.76	70.58	Good
Y.4	25	43	23	1	1	3.84	75.46	Good
Y.5	34	48	10	1	0	3.84	69.18	Good
Y.6	29	38	23	2	1	3.93	79.14	Good
Y.7	38	47	8	0	0	3.69	71.79	Good
Y.8	40	51	2	0	0	3.82	79.27	Good
Y.9	18	46	24	3	2	3.90	79.24	Good
Y.10	28	42	19	4	0	3.98	78.18	Good
Average Purchase Decision						3.69	76.67	Good

Source : SPSS 21 data (processed 2024)

From the table above, it can be seen that the highest percentage of question items is 79.27%. The average conclusion from respondents' responses to the brand image variable is at a good level, namely 76.67%.

Test Assumptions Classic
Normality test

Tabel 9
Normality Test Results

Asymp. Sig. (2-tailed)	Alpha	Conclusion
0.983	0.05	Normally Distributed

Source : SPSS 21 data (processed 2024)

Based on the table above, it can be seen from the data processing results that the value of Asymp. Sig. (2-tailed) $0.983 > 0.05$, so it can be concluded that the processed data is normally distributed.

Multicollinearity Test

Tabel 10
Multicollinearity Test Results

Variable	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Product quality	0.673	1,473	Free of Multicollinearity Symptoms
Price	0.748	1,325	Free of Multicollinearity Symptoms

Source : SPSS 21 data (processed 2024)

Based on multicollinearity test that show tolerance value of every variable have above 0.1, and the VIF value is below 10 then the conclusion No happen problem multicollinearity .

Heteroscedasticity Test Results

Tabel 11
Heteroscedasticity Test Results

Variable	Sig.	Alpha	Conclusion
Product quality	0.605	0.05	Free of Heteroscedasticity Symptoms
Price	0.826	0.05	Free of Heteroscedasticity Symptoms

Source : SPSS 21 data (processed 2024)

Based on the results of the heteroscedasticity test above, it can be seen that the significant value of Product Quality (X_1) is $0.605 > 0.05$, the significant value of Price (X_2) is $0.826 > 0.05$, so this research is free from symptoms of heteroscedasticity and is worthy of research.



Multiple Regression Analysis

Tabel 12
Multiple Linear Analysis Results

Variables & Constants	Coefficient
(Constant)	0.821
Product quality	0.036
Price	0.088

Source : SPSS 21 data (processed 2024)

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 0.821 + 0.036(X_1) + 0.086(X_2)$$

Based on table on obtained results equality multiple linear regression the give assumption that :

1. A constant value of 0.821 means that the variables studied are, in this case, product quality and price worth zero , then the purchasing decision remains at 0.821
2. The product quality regression coefficient value is 0.036, if the product quality increases one unit then the purchasing decision will also increase as big as 0.036 assuming the price is constant.
3. The price regression coefficient value is 0.086, if the price increases one unit then purchasing decisions will increase by 0.086 assuming product quality is constant.

Hypothesis testing

Tabel 13
t Test Results

No	Variable	t- count	t- table	A	Sign	Conclusion
1	Quality Product ((X1)	2.32 6	1,661	0.05	0.02 1	H1 is accepted
2	Price(X2)	4.20 4	1,661	0.05	0,000	H2 is accepted

Source : SPSS 21 data (processed 2024)

Based on the results of the t test above, the following analysis can be carried out:

a. Hypothesis 1 (H1)

The test results above can be seen that product quality has a positive and significant effect on purchasing decisions iPhone , this is because the t-count value is greater than the t-table ($2,326 > 1,661$) with a sign value smaller than the alpha value ($0.021 < 0.05$).

c. Hypothesis 2 (H2)

From the test results above, it can be seen that price has a positive and significant effect on iPhone purchasing decisions , this is because the t-count value is greater than the t-table ($4,204 > 1,661$) with a sign value smaller than the alpha value ($0.000 < 0.05$)

Discussion

Influence Product Quality on Purchasing Decisions

Based on the tests that have been carried out, it can be presented for the first hypothesis that the estimated results of the product quality variable have a calculated t-value greater than the t-table value, thus it can be concluded that product quality has a positive and significant effect on purchasing decisions. With good product quality from the seller, consumers have high loyalty to the products being sold and repeat purchases will occur and customer retention levels will increase.

This research is in line with research by Rohmat (2019) It can be concluded that product quality has a positive and significant effect on purchasing decisions. Product quality is the expected level of excellence and control over that level of excellence to fulfill customer desires.

Montolalu et al. (2021) in their research on the influence of product quality, price, and digital marketing on customer satisfaction, it was found that product quality significantly influences customer satisfaction. This means that the higher the quality, the higher the purchasing decisions made by consumers.

A quality product will add to the impression of a product that is not boring, so that products that have been used by consumers will clarify the products they will use in their daily lives. When making a purchase, consumers must assess the quality of the product they will buy and use. If the product they use is of good quality, consumers will recommend and repurchase the same product. So it can be interpreted that the majority of respondents agree that the products at Itiar Istore Padang have quality products. This is because consumers evaluate and buy these products because the goods sold have quality materials and are comfortable for every consumer to use.

Influence Price on Purchasing Decisions

Based on the tests that have been carried out, it can be presented for the second hypothesis that the estimated results of the price variable have a calculated t-value greater than the t-table value, thus it can be concluded that price has a positive and significant effect on purchasing decisions. By having prices that suit consumer needs, this will of course make product sales smoother, because usually consumers will adjust prices to their purchasing power and in this way prices influence purchasing decisions.

Price is the main factor considered by consumers when making a purchase. Consumers are usually attracted to competitive and relatively cheap prices that are in line with the quality of the desired product. In other words, price is the main determining factor in consumers' minds that influences consumers to decide whether to buy a product or not. Therefore, according to Kotler and Armstrong (2016) price has a positive and significant effect on purchasing decisions.

The price of an iPhone that is considered high by consumers compared to the benefits or value they receive from the product can cause consumers to consider other more affordable alternatives or postpone purchasing an iPhone until the price drops or there is an attractive promotion. This phenomenon can be an obstacle in achieving sales targets. Companies may have to overcome this negative price phenomenon with more flexible pricing strategies, promotions or product innovations that provide clear added value for consumers so that high prices can be accepted. Itiar Olstore is one of the smartphone shops that sells iPhones at affordable prices. Therefore, Itiar Olstore is one of the smartphone shops that sells iPhones with high demand in the city of Padang.



So it can be interpreted that the majority of respondents agree that the prices of products sold at the itiar olstore in Padang are very affordable. This is because consumers agree to buy Itiar Olstore Padang products because they have affordable prices and consumers do not think about high prices before buying.

CLOSING

Conclusion

From the results of hypothesis testing that has been carried out regarding the influence of product quality and price on purchasing decisions, the following conclusions are drawn:

1. The results of testing the product quality variable (X_1) hypothetically have a positive and significant effect on purchasing decisions iPhone. With good product quality from the seller, consumers have high loyalty to the products being sold and repeat purchases will occur and customer retention levels will increase. In this way, product quality influences iPhone purchasing decisions.
2. The results of testing the price variable (X_2) hypothetically have a positive and significant effect on iPhone purchasing decisions. By having a price that suits consumer needs, of course this will make product sales smoother, because usually consumers will adjust the price to their purchasing power and in this way the price influences the decision to purchase an iPhone.

Suggestion

In the process of this research, the researcher realized that the results of this research were still far from perfection, and had limitations and shortcomings that could affect the results of this research. So the author suggests the following:

1. Because the variables that the researcher has already had a positive and significant influence, of course in this case the researcher suggests to future researchers to create an even larger population and sample, to see if there is still a positive and significant influence between the variables and, moreover, to convince the reader that this research was actually carried out.
2. For future researchers who wish to conduct similar research, they can develop the results of this research with different types of companies and different objects. And you can add variables other than the variables examined in this research, because in this research the author feels that there are still several indicators that are far from perfection

THANK-YOU NOTE

With finished writing article this, writer say Thank You to all party who has help writer .. as well as to the owner and employees of itiar olstore Padang who have allowed the author to conduct research in the place that is the object of the author's research.

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