

ABSTRAK

Rahmad S. Arahman, 2024. Pengaruh *Product Quality* dan *Perceived Value* Terhadap Keputusan Pembelian Pada Pengguna Laptop *Macbook* Merek *Apple*. Ketua Komisi: Johan Fahri, Anggota Komisi: Subhan

Tujuan penelitian ini adalah: (1) Menganalisis pengaruh *Product Quality* terhadap Keputusan Pembelian, (2) Menganalisis Pengaruh *Perceived Value* terhadap Keputusan Pembelian, dan (3) Menganalisis Pengaruh *Product Quality* dan *Perceived value* Terhadap Keputusan Pembelian. Metodologi penelitian yang digunakan adalah pendekatan kuantitatif melalui kuesioner. Jumlah sampel dalam penelitian ini adalah 136 responden pada pengguna laptop *macbook* merek *apple*. Alat uji yang digunakan adalah analisis regresi linier berganda dengan menggunakan *Statistical Package for Social Science* (SPSS) 25 sebagai alat uji statistik. Hasil penelitian ini menunjukkan bahwa: (1) *Product Quality* berpengaruh terhadap keputusan pembelian pada pengguna laptop *Macbook* merek *Apple*, (2) *Perceived Value* berpengaruh terhadap keputusan pembelian pada pengguna laptop *Macbook* merek *Apple*, dan (3) *Product Quality* dan *Perceived Value* bersama-sama berpengaruh terhadap keputusan pembelian pada pengguna laptop *Macbook* merek *Apple*.

Kata kunci : *Product Quality*, *Perceived Value* dan Keputusan Pembelian

ABSTRACT

Rahmad S. Arahman, 2024. *The Influence of Product Quality and Perceived Value on Purchasing Decisions for Apple Brand Macbook Laptop Users. Chairman of the Commission: Johan Fahri, Member of the Commission: Subhan*

This study aims to examines the influence of Product Quality and Perceived Value on the purchasing decisions of Apple brand MacBook laptop users. The research objectives include analysing the individual impacts of Product Quality and Perceived Value, as well as evaluating their combined influence on purchasing decisions. The research methodology used is quantitative approach through questionnaires to collect the data. The sample consists of 136 respondents utilizing Apple brand MacBook laptops. The statistical analysis relies on multiple linear regression using the Statistical Package for Social Science (SPSS) 25. As a result, the findings of this study reveal that both Product Quality and Perceived Value significantly affect purchasing decisions among Apple brand MacBook laptop users. The combined influence of these factors is also demonstrated.

Keywords: *Product Quality, Perceived Value, Purchasing Decisions.*