

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP
KEPUTUSAN PEMBELIAN TELEPON SELULER NOKIA**

(Studi Kasus Pada Counter Jambe Sell Demak)

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Abstract:

Cellular phones business has been in a vast development as the advance of technology is indomitable. Product quality and price are factors important to be taken into account in order to attract new customers and to maintain the current ones. Counter Jambe Sell, situated in Demak Regency, is one of cell phones outlets that offer well-known brands. One of them is Nokia. Report on Nokia cell phones offered by Counter Jambe Sell Demak in 2005 tends to express decline in sales rate.

The study applies an explanatory research method using 100 samples collected by a purposive sampling technique from the customers of the Counter Jambe Sell. Data obtained were subject to processing by the Windows-based SPSS application program. The analysis of the data consist of both qualitative and quantitative manners with statistical test of single and multiple regressions.

The study results in as the followings: 81 percent of the customers suggest that Nokia is the leading product in quality and 66 percent of the customers agreed that Nokia's price is affordable. The research finds that product quality has partially positive relationship with purchase decision and that price also has partially positive relationship with purchase decision. In addition, both independent variables have a simultaneously positive relationship with purchase decision.

Key Words : Product Quality, Price, Purchase Decision and Nokia Cell Phones.