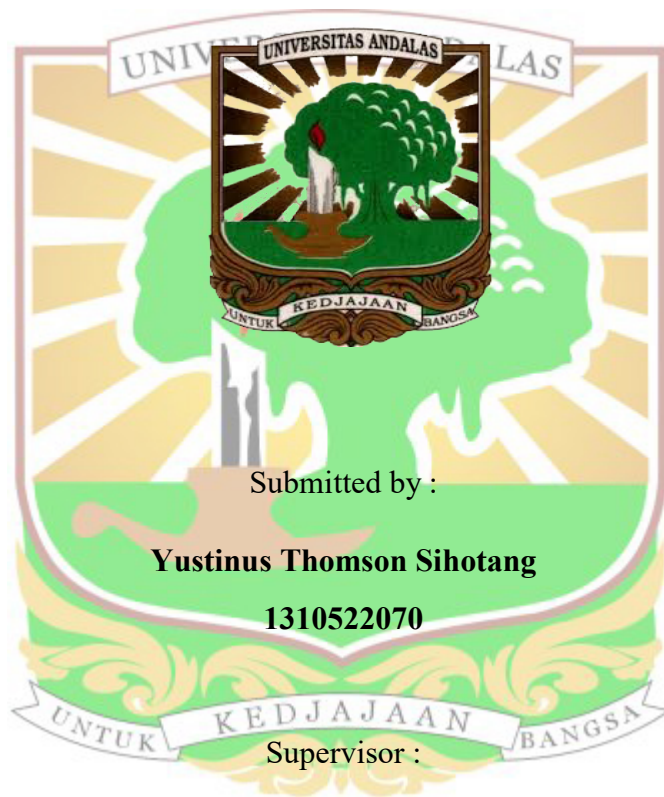


**THE EFFECT OF PRODUCT QUALITY, PRICE AND BRAND IMAGE
TOWARDS PURCHASE DECISION
(Case Study : The Users of Samsung Smartphone Among University Students
in Padang City)**

THESIS


Thesis is Submitted as one of the Requirement for a Bachelor Degree In
Management Department - Faculty of Economics Andalas University



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**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
ECONOMIC FACULTY
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PADANG
2019**

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PURCHASE DECISION. CASE STUDY: THE USERS OF SAMSUNG
SMARTPHONE AMONG UNIVERSITY STUDENTS IN PADANG CITY**

Bachelor Thesis By: Yustinus Thomson Sihotang

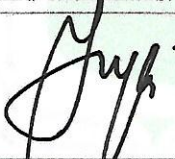


Supervisor: Dr. Yulia Hendri Yeni, SE, MT, Ak.

ABSTRACT

This research aims to discuss the influence of Product Quality, Price and Brand Image Towards Purchase Decision of Samsung Smartphone. This research was conducted on universities in Padang city. Information collected through the questionnaire items. The questionnaires were distributed to 140 university students in Padang city using Purposive sampling. The data analyzed using SPSS 21 for characteristic respondents and using SmartPLS 3.0 to analyze the indicators and hypotheses. Result of this Research showed that Product Quality has a significant positive influence on purchase decision, Price has a significant positive influence on Purchase Decision, and Brand Image has a significant positive influence on Purchase Decision.

Keywords: Product Quality, Price, Brand Image, Purchase Decision.

This thesis already examined and passed on January 17th, 2019. This abstract already approved by supervisor and examiners:

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