

The Influence of Product Quality, Brand Image and Hedonism on Purchase Decisions of iPhone

(Case Study : Students in Universitas Andalas)

THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in Management Department –

Faculty of Economics



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THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND HEDONISM ON PURCHASE DECISION OF IPHONE (CASE STUDY: STUDENTS IN UNIVERISTAS ANDALAS).

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ABSTRACT

This research is aimed to investigate the influence of product quality, brand image and hedonism on purchase decision of iPhone. The populations in this research are students in Universitas Andalas used an iPhone. The number of samples in this research was 150 respondents. The sampling technique used was non probability sampling is purposive sampling. The research used primary data and the research was collected using online questionnaire. Using a Smart Partial Least Square. The results of this research indicate the relationship product quality has a positive significant effect on purchase decision. Brand image has a positive significant effect on purchase decision and hedonism has a positive significant effect on purchase decision. Managerial implication, limitation and directions for future research are provided in this research.

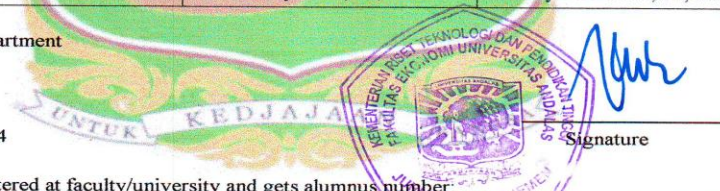
Keywords: Product Quality, Brand Image, Hedonism, Purchase Decision of iPhone.

This thesis already examined and passed on April, 11th 2019. This abstract already approved by supervisor and examiners:

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