

## ABSTRAK

### PENGARUH PROMOSI DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE OPPO DI BANDAR LAMPUNG

Oleh :

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Smartphone Oppo adalah salah satu perusahaan yang bergerak di bidang Elektronik yang berdiri sejak 2012. Smartphone Oppo sudah memiliki banyak outlet yang ada di kota Bandar Lampung . permasalahan dari penelitian ini yaitu pengaruh dan kualitas produk terhadap keputusan pembelian. Tujuan dari penelitian ini untuk mengetahui pengaruh promosi dan kualitas produk terhadap keputusan pembelian Smartphone Oppo di Bandar Lampung. Metode yang di gunakan dalam pengambilan sample dalam penelitian ini adalah *Non-Probability Sampling* dan menggunakan tehnik *Slovin* metode analisis yang di gunakan ya itu regresi berganda diperoleh nilai  $F_{hitung}$  lebih besar dari nilai  $F_{tabel}$  ( $24,043 > 3,09$ ) maka  $H_0$  yang diajukan ditolak dan  $H_a$  diterima. Sehingga ditarik kesimpulan bahwa terdapat pengaruh yang signifikan antara promosi, kualitas produk dan keputusan pembelian Smartphone Oppo di Bandar Lampung

**Kata Kunci :Promosi, KualitasProduk,KeputusanPembelian**

## **ABSTRACT**

### **THE EFFECT OF PROMOTION AND PRODUCT QUALITY ON PURCHASING DECISION FOR OPPO SMARTPHONE IN BANDAR LAMPUNG**

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Oppo smartphone is a company that operated in the electronics sector. It was established in 2012. Oppo smartphone already has many outlets in Bandar Lampung. The problem of this study was the effect and the product quality on purchasing decisions. The purpose of this study was to determine the effect of promotion and product quality on purchasing decisions for Oppo Smartphones in Bandar Lampung. The method in this study used is Non-Probability Sampling using the Slovin technique. The analytical method used multiple regression. The result of this study found that the calculated value was greater than the F count value and F count value was greater than the F table value ( $24.043 > 3.09$ ). Thus,  $H_0$  was rejected and  $H_a$  was accepted. Furthermore, it concluded that there was a significant effect between promotion, product quality, and purchasing decisions on Oppo Smartphone in Bandar Lampung.

**Keywords: Promotion, Product Quality, Purchasing Decision**