***ABSTRACT***

Ahmad Fikri / 23150519/2019 / Effect of Product Quality and Price on Purchase Decisions of Canon Camera in North Jakarta / Advisors: Ir. Tumpal J.R Sitinjak, M.M.

The development of the photography industry from year to year continues to develop along with the increasingly sophisticated technology. The purpose of this study was to find out how the influence of product quality and prices on the decision to purchase Canon cameras in North Jakarta.

This research is based on theories about product quality, price, and purchasing decisions that underlie the pre-drafting of the framework, and the research hypothesis. Where the research hypothesis shows that product quality and price each have a positive influence on purchasing decisions.

The object of this research is Canon cameras, with the subject being consumers who have purchased or used a restricted Canon camera in the North Jakarta area. The sampling technique used is judgment sampling, with a sample size of 100, with the data collection technique used that is using communication techniques using questionnaire assistance. Furthermore, the data analysis techniques used are descriptive analysis and multiple regression analysis.

Descriptive analysis results show that product quality is perceived to be good, prices are perceived to be appropriate, and purchasing decisions are perceived to be high. While the results of multiple regression tests in this study produce a standardized estimation regression equation as follows: = 0.435 X1 + 0.404 X2. y is the purchasing decision variable, X1 is the product quality variable, X2 is the price variable. Through the t test, the results show that product quality and price have a positive and significant effect on purchasing decisions.

The conclusion of this study is that product quality and price are proven to have a significant positive influence on purchasing decisions, where product quality has a greater influence than price.