

**ANALYSIS OF PRODUCT QUALITY ON PURCHASE
DECISIONS IN ZENIUS EDUCATION APPLICATION USERS**

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ABSTRACT

This study aims to determine Product Quality on Purchasing Decisions, examine how Product Quality and Purchase Decisions and to examine how Product Quality Influences Purchase Decisions. The object of this research is the Zenius Education Application. The method used in this study is a descriptive and verification method, with data collection techniques, namely distributing questionnaires. Respondents in this study were 100 people who were users of the Zenius Education application. The design for testing the hypothesis used includes simple linear regression analysis, the coefficient of determination, and testing the hypothesis t test. Based on the descriptive analysis of the Product Quality variable, the total number is 3508 and it is in the good category. As for the purchasing decision variable, the total descriptive analysis was 2258 and was in the good category. For the results of the simple linear regression equation $Y = 5286.015 + 323X$. The ability of product quality on purchasing decisions is 53,8% as indicated by the coefficient of determination, while the remaining 46,2% is influenced by other factors not examined. While the t-test hypothesis test 10.676 shows that product quality has a positive effect on purchasing decisions.

Keywords: Product Quality, Purchase Decision