

ABSTRACT

Nuri Wulan Sari/1800861201149/ Faculty Of Economic Manajemen University Batanghari Jambi/The Influence of Price on the Decision to Purchase a Samsung A10 Cellphone at the Sm Store in Jambi City/1st Advisor Ahmad. Tarmizi, SE, MM / 2nd Advisor Riko Mappadeceng, S.E, M.M

In recent years, Samsung Smartphone products have become the market leader in the Smartphone category, but this may not last for the next few years because competition in business is very tight. This study aims to describe the price and purchasing decisions of the Samsung A10 cellphone at the SM Store in Jambi City, as well as to find out and analyze the effect of price on the buying decision of the Samsung A10 cellphone at the SM Store in Jambi City.

This research is a type of quantitative research. Data collection methods used are interview techniques, observation, documents and questionnaires. The population of this study is the number of buyers of the Samsung A10 cellphone at the 2017-2021 SM Store, which is 75 people. The number of samples used was calculated using the Slovin formula with a total of 43 people. The data analysis technique used in this study is using simple linear regression analysis which also tests the avality, reliability, correlation coefficient test and determination and t test.

SM Store is a company that was founded in 2014 and provides various accessories and smartphones. SM store official store is in Jamtos, its center is in Sipin, and has a 2nd branch in Simpang Rimbo, the last one is in Sipin next to NH Marker. The vision of the Jambi City SM Store is to always strive for the best. The mission carried out is to inspire the world with innovative technologies, products and designs that enrich people's lives and contribute to social prosperity by creating a new future.

The results of the study show that price has an influence on the decision to purchase the Samsung A10 cellphone. The influence between price variables on purchasing decisions is positive. The positive relationship between the price variable and the purchase decision shows that the better the price of the Samsung A10 cellphone formed by the Jambi City SM Store, it will cause the purchase decision of the Samsung A10 cellphone at the Jambi City SM Store to increase. Vice versa, if the SM Store in Jambi City regulates bad prices on the Samsung A10 cellphone, then the purchase decision for the cellphone will also decrease.

The conclusion of this study is that the application of the price of the Samsung A10 cellphone is in accordance with the price indicator, namely the price and purchasing decisions are considered good by consumers with an average answer score of 158 and 164. In addition, price has a positive and significant influence on purchasing decisions for Samsung cellphones A10 at SM Store, Jambi City. Therefore, the City of Jambi SM Store needs to pay attention to the price they charge for each product they sell.

Keywords: Price, Purchase Decision