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The Influence of Product Quality and Price Perception on Samsung Smartphone Product Purchase Decisions Among Students of the Faculty of Economics, State University of Medan

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ABSTRACT

This study aims to determine the influence of product quality and price perception on Samsung smartphone purchase decisions in students of the Faculty of Economics, State University of Medan. This study uses a quantitative method with a sample of 102 respondents selected using purposive sampling techniques. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t tests), simultaneous tests (F tests), and determination coefficients (R^2) with the help of the SPSS program. The results showed that partially product quality did not have a significant effect on the purchase decision of Samsung smartphones with a calculated t value of 1.827 smaller than a table t of 1.984 and a significance value of 0.071 greater than 0.05. Price perception has a positive and significant effect on purchase decisions with a calculated t value of 4.223 greater than the table t of 1.984 and a significance value of 0.000 smaller than 0.05. Simultaneously, product quality and price perception had a significant effect on purchase decisions with an F value of 36.883 greater than the F of the table of 2.70 and a significance value of 0.000 smaller than 0.05. A determination coefficient value (R^2) of 0.432 showed that product quality and price perception were able to explain the purchase decision by 43.2%, while the remaining 56.8% were influenced by other factors outside the study.

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1. INTRODUCTION

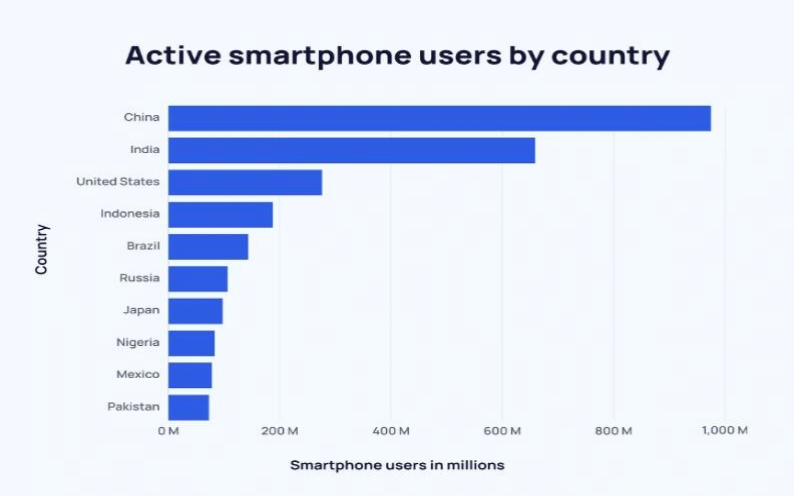
The rapid development of digital technology has changed people's lifestyles in the modern era, especially in the use of communication devices (Wardaningsih, Pamungkas, & Simamora, 2022). Mobile phones that initially only functioned as a means of communication have now evolved into devices that have a variety of additional functions, known as *smartphones*.

These changes make *smartphones* one of the primary needs for modern society, including students, because they can support academic and social activities (Fitriansyah, Nur, & Erna, 2022). This condition opens up opportunities and potential for a large market share for technology companies, thus encouraging them to continue to innovate in creating products with increasingly sophisticated technology.

The rapid development of telephone technology has given birth to smartphones as multifunctional devices. *Smartphones* are not only used to send messages, but can also be used to make video calls, play games, access the internet, and take selfies. These various features make users tend to spend longer in using *smartphones*.

The current use *of smartphones* is not only limited to adults and adolescents, but has also expanded to children who are increasingly familiar and skilled in operating it (Pravitasari, 2019). The widespread use of *smartphones* in various circles has also had an impact on increasing the number of *smartphone* users which continues to grow significantly around the world.

Figure 1. 1 Active Smartphone User Data in the World in 2025

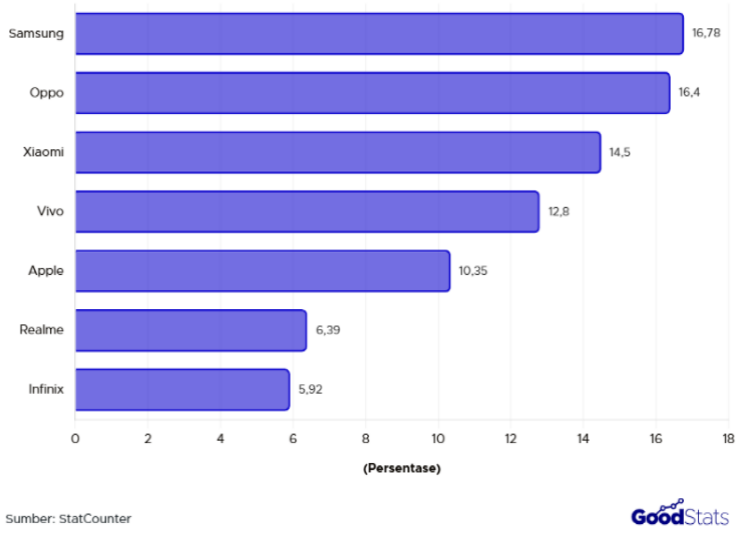


Source: https://explodingtopics.com/blog/ smartphone-stats (accessed February 2026)

Indonesia is the only country in Southeast Asia that is included in the ranks of countries with the highest number of *smartphone* users in the world after China, India, and the United States. This shows that Indonesia is one of the strategic markets in the *smartphone industry*, especially in the Southeast Asian region.

This condition makes Indonesia a very attractive market for *smartphone* companies to market their products. In addition, the presence of various new competitors from China, such as Oppo, Samsung, and Vivo, further tightened competition in the *Indonesian smartphone* market . These brands offer innovative products at relatively affordable prices, so they are able to compete with brands that have entered the Indonesian market first.

Figure 1. 2 Indonesian Smartphone Market Share in 2025



Source:

Based on this data, it can be seen that Samsung is ranked first in the smartphone market share in Indonesia. In addition, *smartphone* brands from China also dominate the market, such as Oppo, Vivo, and Xiaomi which successively followed the top position, followed by Apple, Realme, and Infinix. This shows that Samsung is still able to compete in the midst of the onslaught of products from China that have strong market penetration.

Samsung is a technology company that originated from South Korea and has entered the *smartphone* market in Indonesia since 2009. Samsung's products are proven to be able to meet consumer expectations through continuous innovation and varied price offers. This is in line with the company's vision to continue to bring innovation and provide the best quality to consumers. Consumers, including students, are one of the elements of society that cannot be separated from the use of *smartphones*. Therefore, a deep understanding of the factors that influence smartphone purchase decisions is needed, especially among students of the State University of Medan.

This is due to students who tend to have more complex considerations in choosing the product to buy. There are two main factors that become the focal point, namely product quality and price perception. Marketing strategies have an important role in shaping consumer perception of product price and quality before making a purchase decision.

Purchase decisions can be interpreted as consumer assessments of a product, or simply as consumer actions and behaviors in determining whether or not to make a purchase or transaction. In choosing a product, consumers tend to prioritize products that have advantages over other products. Product quality is one of the basic elements that is the main consideration before consumers make a purchase. Good product quality can create a positive impression in the minds of consumers, thereby encouraging consumers to make repeat purchases in the future. (Khoirudin & Giyartiningrum, 2021)(Najih, Wahono, & Rizal, 2024)

Samsung also offers product quality that is comparable to the set price. The value-matching approach (*value for money*) is the main attraction, especially for students who have financial limitations but still want a product with good quality. (Listiana and Aida 2021).

Samsung products are classified based on the series offered, such as the A Series which is intended for the segment with good quality and affordable prices, the S Series as a high-end line with higher specifications, and the Z Series which offers more diverse technological updates, uniqueness, and functions with superior performance and design. .(Finch, Kala S, & Sathya, 2021)

Based on this description, research on the influence of product quality and price perception on smartphone purchase decisions in students of the Faculty of Economics, State University of Medan is

important to be carried out. This research is expected to provide a more comprehensive understanding of consumer behavior, as well as provide input for *smartphone* manufacturers in developing more effective marketing strategies. Thus, this research has relevance in supporting the development of *the smartphone* industry and contributing to the development of technology and education at the State University of Medan.

2. METHODS

This study uses a causal associative quantitative approach which was carried out at the Faculty of Economics, State University of Medan (UNIMED) in April–May 2026. The research variables consisted of product quality (X1) and price perception (X2) as independent variables, as well as purchasing decisions (Y) as dependent variables, each of which was measured using validated indicators on a Likert scale of 1–5. Data collection was carried out through an online questionnaire (Google Forms) which was distributed to 100 respondents of active student Samsung smartphone users, selected by *purposive sampling technique* according to the recommendations of Hair et al. (2019).

Data analysis using SPSS went through a series of stages, namely instrument quality tests (*Pearson Product-Moment* validity and *Cronbach's Alpha* reliability), classical assumption tests (*Kolmogorov-Smirnov normality*, multicollinearity, and Glejser heteroscedasticity), and multiple linear regression analysis with the model $Y = a + b_1X_1 + b_2X_2 + e$. Hypothesis testing was carried out through t-test (partial), F test (simultaneous), and determination coefficient (*Adjusted* R^2) to measure the magnitude of the contribution of independent variables to dependent variables (Ghozali, 2018).

3. FINDINGS AND DISCUSSION

Overview of Research Locations

1. Description of Research Object

The campus of the Faculty of Economics, State University of Medan was established on August 25, 2025. It is located in the Medan State University area on Jalan William Iskandar Pasar V, Kenangan Baru, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra. With the aim of creating graduates who are qualified, competitive, and able to contribute to Indonesia's development , especially in the economic aspect. By 2026, the Faculty of Economics of Medan State University consists of several leading majors such as management, accounting and economics.

The Faculty of Economics, State University of Medan has a vision, which is to become a superior faculty of economics in the fields of education, economics, and business. To realize this vision, the Faculty of Economics, State University of Medan has set several missions, namely innovating the learning process through updating content, learning strategies, character cultivation, and integrating national values. In addition, the faculty also seeks to develop the fields of education, economics, and business through research and community service activities. The Faculty of Economics, State University of Medan also develops an entrepreneurial culture and mindset in the academic community and the community. In addition, the faculty collaborates with various *stakeholders* in the

implementation of the tridharma of higher education to bridge the gap between science and practice as a manifestation of the implementation of the Independent Campus policy.

2. Respondent Characteristics

In this study, data collection was carried out through the process of distributing questionnaires through the link *G-form* to 100 respondents based on gender, amount of pocket money, and product use Based on the questionnaire filled, several characteristics of respondents can be seen as follows:

a. Characteristics of Respondents by Gender

Respondent characteristics by gender were used to describe the demographic composition of respondents in this study. Respondents were classified into two categories, namely male and female. The distribution of respondents by gender is presented in Table 4.1.

Table 4. 1 Characteristics of Respondents by Gender

Gender	**Quantity**	**Presentase**
Male	39	39%
Women	61	61%
Total	100	100%

Source : Research Results

Based on the table above, it shows that respondents who use Samsung products are dominated by women, namely 61 people with a percentage of 61% and 39 men with a percentage of 31%. Based on the percentage above, it can be concluded that Samsung *Smartphone* users at the Faculty of Economics, State University of Medan are more women. This can be influenced by several factors such as women's tendency to recommend products that have been used based on the experience gained while using the product.

b. Characteristics of Respondents Based on Monthly Allowance

The characteristics of respondents based on monthly allowances were used to describe the economic condition of the respondents in this study. Respondents were grouped into several categories based on the amount of allowance they received each month. The distribution of respondents based on monthly allowances is presented in Table 4.2.

Table 4. 2 Characteristics of Respondents Based on Monthly Allowance

Monthly Allowance	**Quantity**	**Presentase**
<Rp. 1,000,000	28	28%
IDR 1,000,000- IDR 2,000,000	21	21%
Rp.2,000,000- Rp. 3,000,000	23	23%
> IDR 3,000,000	28	28%
Total	100	100%

Source : Research Results

Based on the table above, it shows that students who have an allowance <from Rp. 1,000,000 and > Rp. 3,000,000 each are 28 people with a presentation of 28% per category. Followed by 23 students with an allowance of Rp. 2,000,000 – Rp. 3,000,000 with a percentage of 23% and 21 students with an allowance of Rp. 1,000,000 – Rp. 2,000,000 with a percentage of 21%. This shows that the distribution of monthly allowances among students is relatively balanced. This shows that there is a fairly

representative variation in economic conditions among the respondents. This certainly shows the difference between students in terms of purchasing decision-making.

c. Respondent Characteristics by Product Use

Respondent characteristics based on product use were used to describe the level of respondents' involvement in using the product that was the focus of this study. Respondents were classified based on the use or non-use of the product. The distribution of respondents based on product usage is presented in Table 4.2.

Table 4. 3 Respondent Characteristics by Product Use

Monthly Allowance	**Quantity**	**Presentase**
Samsung *Smartphone* Users	29	29%
Have You Ever Used *a Samsung* Smartphone	71	71%
Total	100	100

Source : Research Results

Based on the table above, it can be seen that the majority of respondents have used Samsung *smartphones* as many as 29 people with a percentage of 29%, followed by respondents who use Samsung *smartphones* as many as 71 people with a percentage of 71%. This shows that students are experienced with Samsung products.

Descriptive Statistical Results

Descriptive statistical analysis aims to determine the frequency distribution of respondents' answers to questionnaire results, which can be seen from the following description:

1. Product Quality

Product quality variable (X1), with indicators of Performance, Features, Reliability, Durability, and Aesthetics. The distribution of respondents' answers is presented as follows:

Table 4. 4 Product Quality Variable Distribution Table

	N	Minimum	Maximum	Mean	Mode	Std Deviation
X1.1	100	1	5	4.05	4	.783
X1.2	100	1	5	3.98	4	.853
X1.3	100	1	5	3.90	4	.905
X1.4	100	1	5	4.07	4	.820
X1.5	100	1	5	3.78	4	.894
X1.6	100	1	5	3.91	4	.842
X1.7	100	1	5	3.92	4	.895
X1.8	100	1	5	3.97	4	.870
Valid N	100					
Track Track Mean				3.95		

Source : SPSS Processing Results

From the table above, it is known that the respondents gave very agreeable, agreeable, neutral, disagreeable, and strongly disagree answers to the 8 questions listed in the questionnaire related to the Product quality variables. The lowest score (minimum) can be obtained of 1, while the highest (maximum) score is 5 with a mean of 3.95 and a mode value of 4, which means that the average respondent answers yes to questions related to product quality.

2. Price Perception

Price perception (X2) with indicators of price affordability, price conformity with quality, and price competitiveness. The distribution of respondents' answers can be seen in the following table:

Table 4. 5 Price Perception Variable Distribution Table

	N	Minimum	Maximum	Mean	Mode	Std Deviation
X2.1	100	1	5	3.80	4	.947
X2.2	100	1	5	3.99	4	.927
X2.3	100	1	5	3.96	4	.840
X2.4	100	1	5	3.71	4	.902
Valid N	100					
Track Track Mean				3.95		

Source : SPSS Processing Results

From the table above, it is known that respondents gave very agreeable, agreeable, neutral, disagreed, and strongly disagreed with the 4 questions listed in the questionnaire related to the price perception variable. The lowest score (minimum) can be obtained of 1, while the highest score

(maximum) is 5 with a mean of 3.95 and a mode value of 4, which means that the average respondent answers yes to questions related to price perception.

3. Purchase Decision

Purchase decision (Y), Have Indicators include the reliability of product choices, repurchase intentions, providing recommendations, and making repurchases. From the respondents' answers, the distribution was obtained as follows:

Table 4. 6 Variable Distribution Table of Purchase Decisions

	N	Minimum	Maximum	Mean	Mode	Std Deviation
Y.1	100	1	5	4.01	4	.823
Y.2	100	1	5	3.85	4	.936
Y.3	100	1	5	3.96	4	.840
Y.4	100	1	5	3.90	4	.882
Valid N	100					
Track Track Mean				3.93		

Source : SPSS Processing Results

From the table above, it is known that respondents gave answers that strongly agreed, agreed, neutral, disagreed, and strongly disagreed with the 8 questions listed in the questionnaire related to the variables of purchase decisions. The lowest (minimum) score can be obtained of 1, while the highest (maximum) score is 5 with a mean of 3.95 and a mode value of 4, which means that the average respondent answers yes to questions related to the purchase decision.

Data Analysis Results

1. Instrument Quality Test

Validity Test

The Validity Test is carried out to measure whether a questionnaire is valid or not. A questionnaire is declared valid if the statement on the questionnaire can indicate something that the questionnaire will measure. Ghozali (2018), states that a question item is declared valid if its significance value (Sig.) is less than 0.05, or if the value of r-count is greater than the r-table. The results of the validity test in this study are presented through the following table:

Table 4. 7 Product Quality Validity Test Results

Indicator	**r-count**	**r-table**	**Remarks**
X1.1	0.787	0.324	*Valid*
X1.2	0.822	0.324	*Valid*
X1.3	0.764	0.324	*Valid*
X1.4	0.772	0.324	*Valid*
X1.5	0.765	0.324	*Valid*
X1.6	0.797	0.324	*Valid*
X1.7	0.783	0.324	*Valid*
X1.8	0.753	0.324	*Valid*

Source : SPSS Processing Results

Based on the data in the table above. The results of the Product Quality validity test showed that the r-calculated value > r-table was 0.324. It can be concluded that from the above 8 statements are valid so that the statements can be used in research.

Table 4. 8 Results of Price Perception Validity Test

Indicator	r-count	r-table	Remarks
X2.1	0.805	0.324	*Valid*
X2.2	0.828	0.324	*Valid*
X2.3	0.789	0.324	*Valid*
X2.4	0.778	0.324	*Valid*

Source : SPSS Processing Results

Based on the data in the table above. The results of the price perception validity test show that the r-calculated value > r-table is 0.324. It can be concluded that from the 4 statements above are valid so that the statements can be used in research.

Table 4. 9 Purchase Decision Validity Test Results

Indicator	**r-count**	**r-table**	**Remarks**
Y.1	0.889	0.324	*Valid*
Y.2	0.901	0.324	*Valid*
Y.3	0.870	0.324	*Valid*
Y.4	0.808	0.324	*Valid*

Source : SPSS Processing Results

Based on the data in the table above. The results of the Purchase Decision validity test show that the r-calculated value > r-table is 0.324. It can be concluded that from the 4 statements above are valid so that the statements can be used in research.

Reliability Test

The Reliability Test is used to measure the swath of a variable or construct. The questionnaire is said to be reliable if the respondent's answers to the statements are consistent from time to time. According to Ghozali (2018), a research instrument is declared reliable if it has a Cronbach's Alpha

value > 0.60. The results of the reliability test of the three variables of this study are presented in the following table:

Table 4. 10 Reliability Test Results

Variabel	Cronbach's Alpha	Number Of Items
Purchase Decision	.890	4
Product Quality	.906	8
Price Perception	.812	4

Source : SPSS Processing Results

Based on the table above, Cronbach's Alpha value for the Purchase Decision variable (Y) is 0.890 with the number of items as many as 4 questions, Product Quality (X1) is 0.096 with 8 statements, and price perception (X2) is 0.812 with 4 statements. It can be concluded that each instrument of the three variables has a good level of reliability and is worth using for further research.

2. Classic Assumption Test

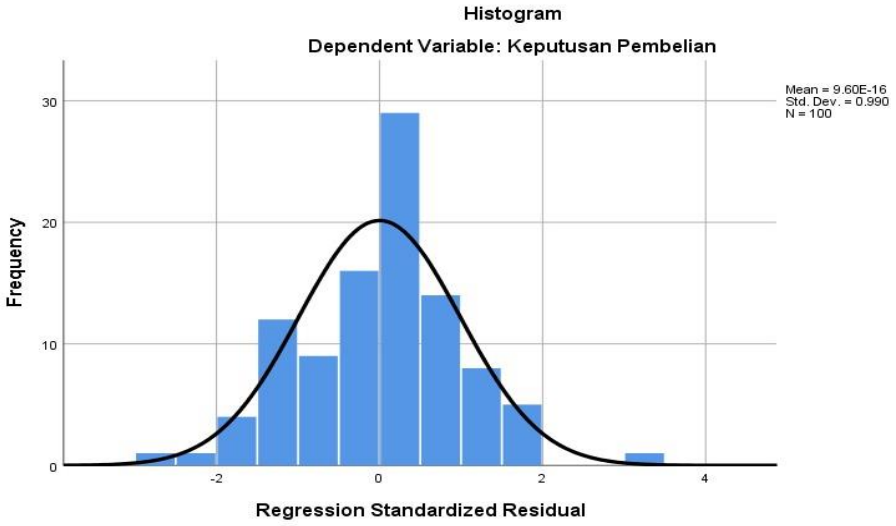
Normality Test

The normality test was carried out to find out whether in the regression model, the disruptive or residual variable had a normal distribution Ghozali (2018). A good regression model can be seen from a normal or near-normal distribution. As for this study, the normality test uses significance values based on:

1. Chart Analysis

One simple way to see residual normality is to look at a histogram that compares between observation data and a distribution that is close to normal. Thus, looking at the histogram can be misleading especially for small sample counts. A reliable method is to look at the normal probability plot that compares the distribution.can be seen the results of presenting normality graphically as follows:

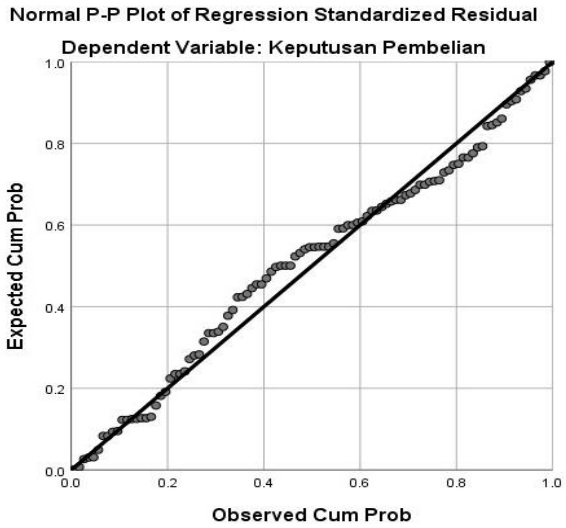
Table 4. 11 Graph Histogram



Cumulative of the normal distribution. If the data is spread around the diaoonal line and follows the direction of the diagonal graph or histogram graph shows that the distribution pattern is normal, then the regression model meets the assumption of normality. Based on the image above, it can be seen that the histogram graph shows a regression pattern that is normal because the pattern is in the form of a symmetrical curve. It does not tilt to the left or to the right so that it is concluded that the regression

model used meets the assumption of normality. The test results in the study are shown in the following figure:

Figure 4. 1 Plot Test Results Graph



Based on the results of the plot test. The point of the spread follows a diagonal line, it can be inferred that the disruptive or residual variable has a normal distribution.

Kolmogorov-Smirnov Test

In statistical analysis, it was carried out using the Kolmogorov-Smirnov (K-S) non-parametric statistical test. If the sig.> value is 0.05, it is concluded that the residual is normally distributed. The test results can be seen in the following table:

Table 4. 12 Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.04572649
Most Extreme Differences	Absolute	.082
	Positive	.064
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.092[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the results obtained in the Kolmogorov-Smirnov Test table, it can be seen that the statistical value of the Kolmogorov-Smirnov test with the Lilliefors Asymp Significance Correction. Sig. (2-way) is 0.092 > 0.05. From these results, it can be concluded that the residual follows the normal distribution, showing that the residual distribution is symmetrical and does not deviate from the normal distribution pattern, so that the regression analysis can be understood validly.

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model, a high or perfect correlation between independent variables is found. Multicollinearity can be seen from the tolerance

value and the Variance Inflation Factor (VIF) Tolerance value is not less than 0.10 or equal to the VIF value is not more than 10 (Ghozali, 2018).

Table 4. 13 Multicollinearity Test Results

Coefficients			
Collinearity Statistics			
Models		**Tolerance**	**VIVID**
1	X1	.443	2.257
	X2	.443	2.257

Source : SPSS Processing Results

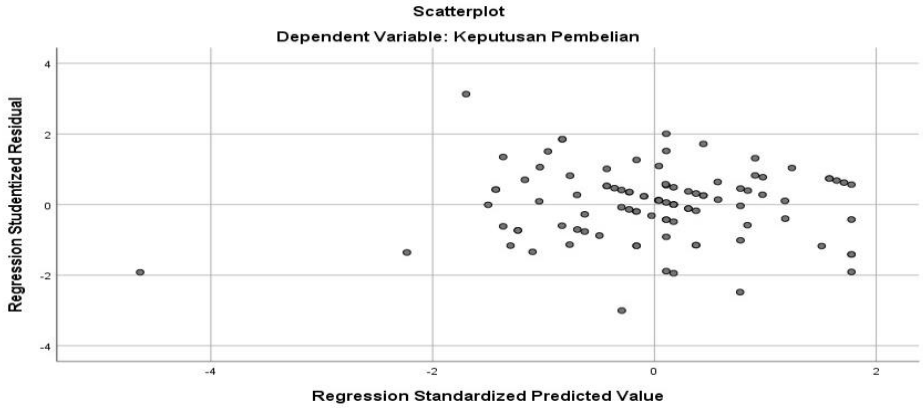
The results of the multicollinearity test showed that all of each variable had a tolerance value of >0.10 or a VIF value of <10. It can be concluded that there are no symptoms of multicollinearity or pass the multicollinearity test, which means that there is no high correlation between independent variables, until the regression model meets the assumption of multicollinearity.

Heterokedasticity Test

This test is carried out with the aim of testing whether or not there is a variance of variance from one residual observation to another. There are 2 ways to detect heterokedastastasis, namely:

1. Method Graphics

This method is carried out to determine whether there is heterokedasticity by looking at the Scatterplot graph between the prediction value of the dependent variable (Y) (ZPRED) and its residual (SRESID). The results of the heterokedasticity test can be seen in the following graph:



Based on the scatterplot graph above, it can be seen that the dots are scattered randomly or do not form a certain pattern and are scattered both above and below the number 0 on the Y axis so that it can be concluded that there is no heterokedasticity.

2. Method Statistics

If the significant number t obtained from the regression equation is greater than alpha = 0.05, then it is stated that there is heterokedasticity in the model data.

Table 4. 14 Heterokedasticity test results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.026	1.031		1.965	.057
	Kualitas Produk	-.050	.059	-.246	-.849	.401
	Persepsi Harga	.042	.118	.102	.353	.726

a. Dependent Variable: Uji_Glejser

The results of the heterokedasticity test showed that all variables had a sig value. > 0.05, it was concluded that there were no symptoms of heterokedasticity or passed the heterokedasticity test, which means that there was no difference in residual variance between observations so that the regression model met classical assumptions and could be used in the study.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used with the aim of determining the influence of Product Quality, Price Perception on Purchase Decision (Y). The results of multiple linear regression can be seen in the following table:

Table 4. 15 Results of Multiple Linear Analysis Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.556	1.395		3.265	.002
	Kualitas Produk	.118	.065	.210	1.827	.071
	Persepsi Harga	.479	.113	.486	4.223	.000

a. Dependent Variable: Keputusan Pembelian

Based on the results of the multiple linear analysis test in the table above, the following equation results were obtained:

Purchase Decision= 4.556 + 0.118 Product Quality + 0.479 Price Perception

1. The constant value of 4,556 shows that there is a positive sign, it can be interpreted that if the product quality variable, and the price perception is considered zero, then the decision to purchase a *Samsung smartphone* at the Faculty of Economics, State University of Medan is 4,556 units
2. The value of the regression coefficient for the product quality variable shows that the positive value is 0.118, which means that if the variable increases by one unit, then the decision to purchase a Samsung *smartphone porduk* at the Faculty of Economics, State University of Medan is 0.118 with other variables considered constant.
3. The value of the regression coefficient for the Price Perception variable shows that the positive value is 0.479, which means that if the variable increases by one unit, then the decision to purchase *a*

Samsung smartphone at the Faculty of Economics, State University of Medan is 0.479 with other variables considered constant.

Hypothesis Test Results

Partial Test Results (t-Test)

The hypothesis test is partially carried out by a t-test, which is to determine the effect of each independent variable massing on the dependent variables to be tested. The test results of the study can be seen in the following sentences:

Table 4. 16 Partial Test Results (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.556	1.395		3.265	.002
	Kualitas Produk	.118	.065	.210	1.827	.071
	Persepsi Harga	.479	.113	.486	4.223	.000

a. Dependent Variable: Keputusan Pembelian

Based on the partial test in the table above, the results of each independent variable can be seen as follows:

1) The test results for the Product quality variable showed a calculated t-value of 1.827< a table t-value of 1.984 with a significant value of 0.071 < 0.05. So H0 was accepted and H1 was rejected, meaning that product quality did not have a significant effect on the purchase decision *of Samsung Smartphones* among students of the Faculty of Economics, State University of Medan.
2) The test results for the price perception variable showed a t count of 4,223> of 1,984 with a significant value of 0.000< 0.05. Therefore, it can be concluded that H0 is rejected and H1 is accepted, meaning that price perception has a positive and significant effect on the purchase decision *of Samsung Smartphones* among students of the Faculty of Economics, State University of Medan.

Simultaneous Test Results (F-Test)

The Joint Influence Test is used to find out whether the independent variables jointly affect the dependent variables to be tested (Ghozali, 2018). The simultaneous results in the study are as follows:

Table 4. 17 Simultaneous Test Results (F-Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	315.075	2	157.538	36.883	.000[b]
	Residual	414.315	97	4.271		
	Total	729.390	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Kualitas Produk

Based on the results of the simultaneous test above, it can be found that the value of F calculated as 36,883> F table 2.70 and significant 0.000 < 0.05 can be interpreted that H0 and Hα are accepted, and independent variables (Price Perception and Product Quality) simultaneously exert a significant influence on the purchase decision of *Samsung Smartphones* among students of the Faculty of Economics, State University of Medan.

Coefficient of Determination Test (R2)

Model determination (R2) measures how far the model is able to explain the variable of dependent variables. The value of the coefficient of determination is between zero and one. A small R2 value indicates the ability of independent variables to explain the very limited variation of dependent variables. A value that is close to one means that the independent variable provides almost all the information needed to predict the variation of the dependent variable (Ghozali, 2018)

The purpose of the determination coefficient is to find out the extent to which the independent variables in this study, such as product quality and price perception, can influence purchasing decisions. The value of the determination coefficient can be seen in the following table.

Table 4. 18 Determination Coefficient Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657[a]	.432	.420	2.067

a. Predictors: (Constant), Persepsi Harga, Kualitas Produk

It can be concluded from the table above, the value of the determination coefficient (R square) is 0.432 or 43.2%. This value shows that the variables of product quality and price perception explain the

purchase decision variable of 43.2% while the remaining 56.8% are explained by other variables outside the research model.

Discussion

1. The Influence of Product Quality on Purchase Decisions

The test results for the Product quality variable showed a calculated t-value of 1.827< a table t-value of 1.984 with a significant value of 0.071 < 0.05. So H0 was accepted and H1 was rejected, meaning that product quality did not have a significant effect on the purchase decision *of Samsung Smartphones* among students of the Faculty of Economics, State University of Medan.

Partially, the results of the regression analysis showed that the product quality variable did not have a significant effect on the purchase decision of Samsung smartphones in students of the Faculty of Economics, State University of Medan (UNIMED). This is evidenced by the calculated t-value of 1.827 which is smaller than the *table t-value* of 1.984 and the significance value of 0.071 which is greater than 0.05.

These findings show that there is a difference in results with some of the previous studies that have been presented in Chapter II. Based on a literature review, most previous studies concluded that product quality is a positive and significant factor on consumer purchase decisions. However, in this study, the findings were not empirically proven in students of the Faculty of Economics, State University of Medan (UNIMED).

The results of this study indicate that the physical quality and specifications of Samsung smartphones are no longer the main factors that influence students' purchasing decisions. Theoretically, Samsung has been known as a brand that has good product quality, reliability, and trust. Therefore, students consider product quality as a standard that has been attached to Samsung products so that it is no longer the main consideration in determining purchasing decisions.

In addition, technological developments and increasingly fierce competition in the smartphone industry cause consumers to have many alternative choices. The presence of various brands, such as Oppo, Vivo, and Xiaomi, which offer comparable specifications and product quality at competitive prices, reduces Samsung's dominance in terms of product quality. As a result, product quality is no longer the most decisive factor in students' purchasing decisions. Instead, purchasing decisions tend to be influenced by other factors that are considered more appropriate to consumer needs and preferences.

2. The Influence of Price Perception on Purchase Decisions

The test results for the price perception variable showed a t count of 4.223> of 1.984 with a significant value of 0.000< 0.05. Therefore, it can be concluded that H0 is rejected and H1 is accepted, meaning that price perception has a positive and significant effect on the purchase decision *of Samsung Smartphones* among students of the Faculty of Economics, State University of Medan. These results show that the price offered by Samsung is perceived by the benefits, features, and quality obtained. Rational prices and the variety of price classes on Samsung *Smartphones* (from entry-Flagship) make consumers feel that the money spent is equal to the value obtained.

In contrast to the product quality variable, price perception has been proven to have a positive and significant effect on the purchase decision of Samsung smartphones in students of the Faculty of Economics, State University of Medan (UNIMED). This is evidenced by a *calculated t-value* of 4.223 which is greater than the *table t-value* of 1.984 and a significance value of 0.000 which is smaller than 0.05.

The results of this study show that price perception is one of the important factors that influence students' purchasing decisions. As consumers, students tend to consider the suitability between the price that must be paid and the benefits obtained from a product. Therefore, price is a very important aspect in the purchase decision-making process. Samsung provides a wide selection of smartphones with diverse price ranges, ranging from mid-range to premium class. The diversity of choices allows

students to choose products that suit their needs, financial capabilities, and preferences. This condition forms a positive perception of the price of Samsung products because consumers feel that they have alternatives that suit their purchasing power.

In addition, the compatibility between price and quality offered by Samsung also increases consumer confidence in making purchases. Students assess that the price set is proportional to the benefits, features, and performance obtained. Thus, the more positive the student's perception of the price of Samsung products, the higher their tendency to make a purchase decision.

4. CONCLUSION

Based on the results of data analysis and discussion on the influence of product quality and price perception on Samsung smartphone purchase decisions in students of the Faculty of Economics, State University of Medan, it can be concluded as follows:

1) Product quality partially does not have a significant effect on the purchase decision of Samsung smartphones in students of the Faculty of Economics, State University of Medan. This is evidenced by a tcal value of 1.827 which is smaller than a ttable of 1.984, and a significance value of 0.071 which is greater than 0.05. The findings show that the quality of Samsung's products has been deemed to meet the standards expected by students so that it is no longer the main factor determining purchasing decisions.

2) Price Perception partially has a positive and significant effect on Samsung smartphone purchase decisions in students of the Faculty of Economics, State University of Medan. This is evidenced by a tcal value of 4.223 which is larger than the ttable of 1.984, and a significance value of 0.000 which is smaller than 0.05. The results of this study show that students consider the affordability of prices, price suitability with the benefits obtained, and the variety of price options offered by Samsung in determining purchasing decisions.

3) Product Quality and Price Perception simultaneously have a significant effect on Samsung smartphone purchase decisions in students of the Faculty of Economics, State University of Medan. This is evidenced by the Fcal value of 36.883 which is greater than the Ftable of 2.70, with a significance value of 0.000 which is smaller than 0.05. The contribution of the two variables in explaining the variation in purchasing decisions was 43.2%, while the remaining 56.8% was influenced by other factors that were not studied in this study.

Suggestions

1. For Samsung Company

Based on the results of the study, Samsung is advised to continue to maintain and improve price perception because it has been proven to have a positive and significant effect on students' purchasing decisions. Pricing strategies that are in accordance with students' purchasing power, the provision of promotional programs or special discounts, and the suitability between prices and product benefits need to be managed consistently. These efforts are expected to maintain consumer buying interest and encourage repurchases.

Although product quality does not show a significant partial influence on purchasing decisions, Samsung still needs to maintain and improve the quality of its products. Companies are advised to maintain device performance, provide innovative features, and improve product durability in order to meet consumer expectations. In addition, Samsung needs to adjust product specifications to the price level offered so that it can still compete in the midst of increasingly fierce competition in the smartphone industry.

Furthermore, Samsung is advised to optimize digital marketing strategies that are in accordance with the characteristics of students, including through the delivery of information that highlights the benefits of products in supporting academic activities and daily activities. Thus, the company can create a positive user experience and increase consumer trust in Samsung products.

2. For the Next Researcher

Researchers were further advised to add other variables that allegedly influenced purchasing decisions, such as brand image, promotion through social media, customer experience, and peer group influence. These variables are important to research because they can shape consumer perceptions and influence the purchasing decision-making process, especially among students who actively use technology and digital media.

In addition, the influence of peer groups and word-of-mouth communication also needs to be further studied as both have the potential to influence consumer purchasing decisions through recommendations and product usage experiences. Researchers are also advised to expand the scope of research by involving respondents from other faculties or universities so that the results of the research obtained can provide a broader picture of the factors that influence smartphone purchase decisions among students.

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