

# ANALISIS PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP MINAT MEMBELI

(Studi Pada Paket Internet 3 (tri) Aon)

2015

## ABSTRACT

*The research purpose of this study was to determine the effect quality of product and price on cumsumer willingness to buy internet package 3 (tri) Aon simultaneously based on performance, features, reliability, conformation, durability, serviceability, perception of product quality to the variable perception of product quality and affordability price, price conformity with quality, price competitiveness, and suitability for the benefit of the price with the price variable.*

*Population of this research is a business administration student who has not been put on the internet package products 3 (tri) Aon totaling 90 students have not been using the internet package products 3 (tri) Aon. The sampling technique of this research is simple random sampling, the sample in this study are some of the 90 students in rigorous package of products that have not been put on the Internet 3 (tri) Aon amounting to 48 students. Analyzer used in this research is descriptive analysis, a classic assumption test, and regression analysis bergand. The hypothesis of this study is that there is influence product quality and price of the cumsumer willingness to buy internet package 3 (tri) Aon simultaneously or partially based on performance, features, reliability, conformation, durability, serviceability, perception of quality products for variable product quality perception and affordability, suitability of price with quality, price competitiveness, and suitability for the benefit of the price with the price variable.*

**Keywords:** *Quaity product, price, willingness to buy*