

# THE EFFECT OF PRODUCT QUALITY, PRICE AND PROMOTION ON ACER LAPTOP PURCHASE DECISIONS TO STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

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## Abstract

This study aims to analyze the influence of product quality, price, and promotion on the purchase decision of Acer laptops on students of the Faculty of Economics and Business, Universitas Malikussaleh. The sampling technique used is nonprobability sampling technique with purposive sampling method. This study used a sample of 96 respondents and analyzed then. Data collection using a Likert scale questionnaire. The data analysis method used is validity and reliability test, heteroscedasticity, multicollinearity, multiple linear regression, t-test, f-test, correlation coefficient, and determination coefficient with SPSS 20 application. The results of the study that have been conducted indicate that product quality and promotion have a significant effect partially and simultaneously on purchasing decisions. While price does not have a significant effect on purchasing decisions.

**Keywords:** *Product Quality, Price, Promotion, Purchasing Decisions*

## INTRODUCTION

The rapid progress of the digital technology era is currently growing rapidly and showing gradual progress. Due to the ease of using technology in daily activities, it is undeniable that many people today are very dependent on technology (Kusdiana, 2023). Laptops are one of the digital technologies that provide many positive benefits for society in managing data and information that can support work. The target market for laptops circulating in Indonesia clearly creates competition between manufacturers, this can be seen from the various brands on the market. There are various brands of laptops circulating in Indonesia, starting from the Acer, Asus, HP, Toshiba, Axioo, Sony and Lenovo brands, each of which has superior features and all of them compete in the struggle for the consumer market in Indonesia through various breakthroughs and innovations at affordable prices (Anam et al., 2020).

Over time, business competition that occurs in the demand for laptops requires companies to be able to compete so that they can maintain the continuity of their business (Banjarnahor et al., 2023). This happened to one of the laptop brands circulating in the community with quite high popularity, namely the Acer brand (Yulizar & Aprianti, 2018). Acer was first founded under the name Multitech in 1976, which was later renamed Acer in 1976. Acer is a computer that is included in the five largest brands in the world ([www.wikipedia.com](http://www.wikipedia.com)).

The existence of this Acer laptop has its own characteristics compared to other brands. Acer is a computer manufacturer whose core business is computers. This is what distinguishes it from other manufacturers, such as Toshiba, Sony, and others, which place laptops as only one part of their business. Therefore, Acer can concentrate on this industry. In addition, the quality offered by this product is its durability, reliability, accuracy, ease of operation and repair, not easily damaged or error-prone, light to carry and affordable prices. so that people are more interested in buying Acer brand laptops than other brands of laptops (Taruna et al., 2022).

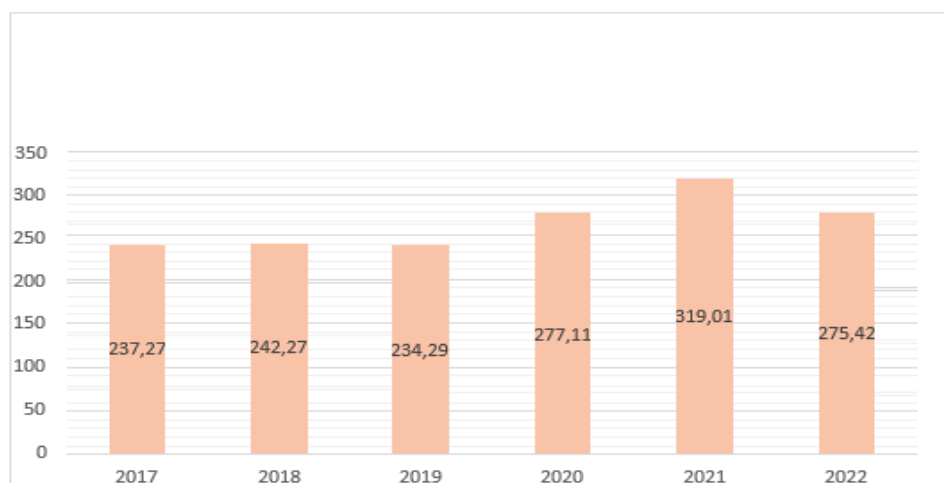


Figure 1

In 2017-2022 Acer's revenue tends to fluctuate. In 2017 Acer laptops generated revenue of \$237.27, then experienced a very rapid increase to \$319.01 in 2021. While in 2022 it decreased again to \$275.42 ([www.statista.com](http://www.statista.com).) Among students, laptop is a very important supporting item in completing academic activities or college assignments. Various things are considered in the decision to buy a laptop product. When buyers make a decision to buy something, they make a purchase decision (Kotler & Armstrong, 2008). Consumer purchasing decisions are actions taken by consumers to buy a product/service. In line with that, purchasing decisions are consumer decisions about what to buy, where to do it, when to do it and how the purchase will be made (Nazarudin et al, 2019).

Products that meet customer desires will certainly be better responded to by consumers. Therefore, companies must pay attention to developments in order to create products that meet the needs and consumers. Product quality is a characteristic of both goods and services, depending on the product's ability to meet customer needs, both explicitly and implicitly, and improving product quality increases customer purchasing decisions (Kotler, 2018). If the product quality improves, consumer purchasing decisions will increase Previous research conducted by Purba, (2019) and Agita Marsindi & Sutopo, (2022) showed that product quality factors have a positive effect on purchasing decisions. On the other hand, research conducted by Anam et al., (2020) and Pramudiana, (2022) showed that product quality does not have a significant effect on purchasing decisions.

In addition to product quality, there is a price factor that also plays an important role in marketing. For consumers, price is a consideration in buying a product. For companies, price affects the competitive position and market share of a product. So price is the amount of money paid by consumers to producers to get a product (Purba, 2019). Checking prices is also becoming increasingly important, because each price set by the company leads to different product quality (Budiarti & Sari, 2023). Therefore, companies must really pay attention to setting fair prices. Previous research by Fauzi et al., (2023) and Gerung et al., 2017 stated that price has a significant effect. On the other hand, research by (Susanti & Rohima, 2023) shows that price does not have a significant effect on purchasing decisions.

In addition to price, promotion also has a significant impact on purchasing decisions. Advertising is a form of communication that provides an attractive picture of the goods and services offered to potential consumers (Presley & Budiono, 2020). It is also important to communicate products and services to consumers through advertising. According to (Farisi et al., 2020), advertising is a business activity designed to highlight product features and persuade customers to buy. Advertising Merchandising strategies, face-to-face selling, promotion, and advertising are integrated programs aimed at communicating with buyers and other parties which ultimately affect purchase satisfaction (Farisiet al., 2020). Previous studies by (Gulo et al., 2022) and (Susanti & Rohima, 2023) showed that promotion has a significant effect on purchasing decisions. In contrast, research conducted by (Hakim & Suprihadi, 2022) showed that promotion did not have a significant effect on purchasing decisions.

## **LITERATURE REVIEW**

### **Relationship between Product Quality and Purchasing Decisions**

(Prasetya, 2020) defines product quality as the overall characteristics of a product or service in its ability to satisfy implied needs. The better the quality of the product produced, the more opportunities it will give consumers to make purchasing decisions. If consumers feel that a product is suitable and the product can meet their needs, then consumers will make the decision to buy the product continuously. If product quality is improved, consumer behavior to make purchases will also increase. (Lupiyoadi, 2020) states that consumers will feel satisfied if the results of their evaluation show that the products they use are of good quality. The product is the total point of success or failure of the overall marketing mix policy. The product is the first view for consumers in buying because it is certain that consumers will like an item that is attractive and useful.

(Purwidyantini et al., 2023) said that product quality is a factor contained in an item or result that causes the item or result to be in accordance with the purpose for which the item or result is intended. Consumers always want to get quality products according to the price paid. Although there are some people who think that expensive products are quality products. In today's tight competition, companies must be able to offer quality products and have added value, so that they appear different from competing products. Quality is one of the factors that buyers consider before buying a product. Companies must have good quality or according to the price offered when selling products or services in running a business. To face this competition, good product quality is needed where product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes because it is closely related to human safety, so product quality greatly influences purchases in making purchasing decisions (Simajuntak and Budiono, 2020).

Product quality as the expected level of quality and control of diversity in achieving that quality to meet consumer needs. With good product quality, of course, consumers will feel satisfied in using a product, this satisfaction will certainly arouse consumer interest in making repeat purchases. Product quality can affect purchasing decisions. The products that consumers want are quality, attractive and of course suitable products for consumers (Gulo et al., 2022). Good product quality can help consumers in making purchasing decisions, so that consumers can be interested in a product produced by a company and will encourage consumers to make purchases of the product (Marsindi and Sutopo, 2022). Product quality has an influence or impact on purchasing decisions, according to research conducted by (Hakim and Suprihhadi, 2022), (Ismiatun et al., 2022) and (Shalihah et al., 2022).

H1: Product quality has a positive and significant effect on purchasing decisions.

### **The Relationship of Price to Purchasing Decisions**

Price is the next factor that can affect purchasing decisions. Price is the total money exchanged for goods or services along with their benefits, ownership rights and usage rights. Consumers will be willing to spend money to get the products they need or want. The products obtained must be commensurate with the costs incurred. (Abduurrahman in Sari and Harti, 2021). Affordability and suitability of prices with good product quality can attract consumer attention and increase consumer desire. If the price of the product is in accordance with the quality, the consumer will want to buy the product. According to (Nasrul et al., in Gulo et al., 2022), it states that price influences purchasing decisions. Price will influence purchasing decisions if the price of a product is affordable, has competitiveness, in accordance with the quality and benefits offered.

Price is also a very important factor in increasing consumer purchasing decisions. Pricing is one of the most important decisions in marketing. When making a purchase, consumers are more selective in buying. Consumers are currently very sensitive to price, price is related to the amount that consumers must pay to obtain an item or product. Price is the amount of money charged for a particular product. So it can be concluded that to get a product or service, consumers must spend money according to the agreed price. That way, the price can influence consumers in deciding to purchase (Simajuntak and Budiono, 2020). (Ari in Maulana et al., 2022) states that pricing is the most important and complex part of marketing management. On the one hand, pricing is a very critical strategic element, important in the marketing mix because it explains the perception of quality, thus being an important contributor in positioning the product. Price has an influence or impact on purchasing decisions, this is in accordance with research conducted by (Hakim and Suprihhadi, 2022), (Ismiatun et al., 2022) and (Shalihah et al., 2022).

H2: Price has a positive and significant effect on purchasing decisions.

### **The Relationship of Promotion to Purchasing Decisions**

According to (Darmono in Prasetya, 2020) Promotion is a persuasive communicative marketing mechanism by utilizing public relations techniques. In line with that, promotion is a very important marketing strategy to influence purchasing decisions because even though the product is of very high quality, if consumers have never heard or known about it and are not sure that the product is useful for them, then they will never buy it. Sales promotion is a key element in a company's campaign and the best promotion is promotion carried out by satisfied consumers. Thus, promotion needs to be handled carefully because the problem is not only about how to communicate with consumers but also about how much money is spent on this cost which of course must be adjusted to the conditions and capabilities of the company.

Promotion is a communication by marketers that informs and reminds potential buyers about a product to influence an opinion or obtain a response (Lamb in Prasetya, 2020). The higher the promotion, the greater the consumer in the purchasing decision. This means that promotion can influence consumer purchasing decisions in purchasing products. Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that the product will not be useful to them, then they will never buy it.

The promotion carried out should be more attractive so that it can trigger consumers to be interested in having a product, this desire can trigger an action from within the consumer to buy the product. According to (Nasrul et al., in Gulo et al., 2022) stated that promotion influences purchasing decisions. Promotional activities that are carried out optimally, effectively and efficiently can influence consumer purchasing decisions. According to (Tjiptono in Purwidyantini et al., 2023) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Promotion is an effort to inform or offer products or services that aim to attract potential consumers to buy or consume them.

Companies need to implement strategies in marketing their products, one of these strategies is promotion. Sales promotion is basically a gift, to encourage sales related to the goodness and benefits of the product. By knowing the various goodness and benefits of a product, consumers will be influenced and interested in buying the product. Companies promote in various ways, in addition to conveying the goodness and benefits of a product, they often provide discounts or cash back. Discounts given by the company to consumers will cause the money that consumers must pay for a product to be less and this will provide benefits to consumers and can attract their attention to buy an item. Based on this description, it can be concluded that promotions are thought to be able to influence purchasing decisions made by consumers.

Regarding purchasing interest, purchasing interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices regarding the product to be purchased based on brand or interest. So it can be said that purchasing interest can arise when the use of promotions is right on target. In addition, promotions will also be a driving force in generating purchasing interest where there are many benefits that consumers will get (Simajuntak and Budiono, 2020). Promotion has an influence or impact on purchasing decisions, this is in accordance with research conducted by (Hakim and Suprihhadi, 2022), (Ismiatun et al., 2022) and (Shalihah et al., 2022).

H3: Promotion has a positive and significant effect on purchasing decisions.

### **Conceptual Framework**

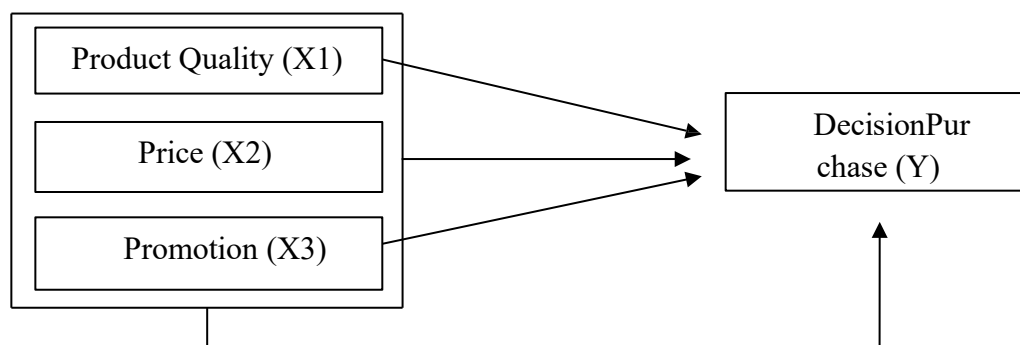


Figure 2 Conceptual Framework

Based on Figure 2 above, the framework of thought in this study can be explained, that whether product quality, price and promotion affect the purchase decision of Acer laptops on students of the Faculty of Economics and Business, Universitas Malikussaleh. In this study the author uses partial test testing or t-test, where the t-test is an individual test to determine the effect of independent variables which in this case are product quality, price and promotion on the dependent variable which in this case is the purchase decision and then also carried out simultaneous test testing or F-test, where the F-test is a joint test to determine the effect of independent variables which in this case are product quality, price and promotion on the dependent variable which in this case is the purchase decision.

## METHOD

This research was conducted at the Faculty of Economics and Business, Universitas Malikussaleh. The objects of this study were Active Students of the Faculty of Economics and Business, Universitas Malikussaleh with the objects studied being Product Quality, Price and Promotion. The research location is a place or social location of research characterized by the presence of elements of actors and others. The location of this research was conducted at the Faculty of Economics and Business, Universitas Malikussaleh. According to (Sugiyono, 2019) population is an area of generalization consisting of: objects/subjects that have certain quantities and characteristics that have been determined by researchers to be studied and then conclusions drawn. The characteristics of the population in this study are Students of the Faculty of Economics and Business, Universitas Malikussaleh and are consumers of Acer Laptops. The number of active students at the Faculty of Economics and Business is 3,174 people.

A sample is a part of a certain population that is the focus of non-probability sampling and purposive sampling. Purposive sampling is a sampling technique that relies on the researcher's judgment to select respondents (Berndt, 2020). While the sample approach is carried out by accidental sampling, which is a sampling technique based on coincidence, or who happens to meet the researcher and meets the criteria as a sample and can be used as a sample or if the person is appropriate or suitable as a data source (Sugiyono, 2019). The characteristics of the respondents are students who make purchasing decisions. Furthermore, the determination of the sample size in this study uses the Slovin Formula, namely to calculate the number of samples with a known population.

## RESULTS AND DISCUSSION

### Normality Test

After seeing the results of the Normal P-Plot, it can be concluded that the regression model meets the assumption of normality because in the normal P-Plot graph, the points are seen approaching the line and spreading around the diagonal line and showing very significant results.

### Multicollinearity Test

The results of the multicollinearity test can be concluded that the tolerance value for the three variables is  $> 0.10$ , with a tolerance value for variable X1 (Product Quality) of 0.993, a tolerance value for variable X2 (Price) of 0.994, and a tolerance value for variable X3 (Promotion) of 1.000. As for the VIF value, the three variables have a value  $< 10$ , with a VIF value for variable X1 (Product Quality) of 1.007, a VIF value for variable X2 (Price) of 1.006, and a VIF value for variable X3 (Promotion) of 1.000. So, it can be concluded that there is no multicollinearity between the variables studied.

### Heteroscedasticity Test

The results of the heteroscedasticity test show that the points are spread randomly and do not form a particular pattern at one point. The points are spread both above and below the number 0 (zero) on the Y axis, which indicates that there is no deviation from the classical assumption of heteroscedasticity in the regression model created. Thus, it can be concluded that there is no symptom of heteroscedasticity in this study.



## Multiple Linear Regression Results

Table 1 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,764	3.436		1.386	.169		
	X1	.238	.129	.172	1,839	.069	.993	1,007
	X2	.006	.134	-.004	.043	.966	.994	1,006
	X3	.568	.129	.413	4.416	.000	1,000	1,000

a. Dependent Variable: Y

Source: Processed by the Author (2024)

Based on the table above, the multiple linear regression equation is obtained as follows:

$$Y = 4.764 + 0.238X_1 + 0.006X_2 + 0.568X_3$$

The multiple linear regression equation obtained a constant value (a) of 4.764, which indicates that when the independent variables, namely Product Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) have a value of 0 (zero), then the dependent variable Purchase Decision (Y) will have a value of 4.764. This shows that when there is no influence from Product Quality, Price, and Promotion, the Purchase Decision variable still has a value of 4.764.

## Coefficient of Determination

The coefficient of determination ( $R^2$ ) obtained is 0.197, which shows that the relationship between Product Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) on Purchasing Decisions (Y) is 19.7%. The  $R^2$  value of 0.197 shows that the variables Product Quality, Price, and Promotion have the ability to explain their influence on purchasing decisions by 19.7%, while the remaining 80.3% is explained by other variables not studied in this model.

## Partial t-Test Results

1. The results of the t-test on the Product Quality variable ( $X_1$ ) show a value  $t_{hitung}$  of 1,839, which is greater than  $t_{tabel}$  of 1,661. This indicates that partially the Product Quality variable ( $X_1$ ) influences the Purchase Decision (Y) of Acer laptops for students of the Faculty of Economics and Business, Universitas Malikussaleh. Thus,  $H_1$  is accepted, which means that Product Quality ( $X_1$ ) influences the Purchase Decision (Y).
2. The results of the t-test on the Price variable ( $X_2$ ) show a value  $t_{hitung}$  of 0.043, which is smaller than  $t_{tabel}$  of 1,661. Thus, it can be concluded that partially the Price variable ( $X_2$ ) does not affect the Purchase Decision (Y) of Acer laptops for students of the Faculty of Economics and Business, Universitas Malikussaleh. Thus,  $H_2$  is rejected, which means that Price ( $X_2$ ) does not affect the Purchase Decision (Y).
3. The results of the t-test on the Promotion variable ( $X_3$ ) have a value of  $t_{hitung}$  of 4,416, which is greater than  $t_{tabel}$  of 1,661. This shows that partially the Promotion variable ( $X_3$ ) has an effect on the Purchase Decision (Y) of Acer laptops for students of the Faculty of Economics and Business, Universitas

Malikussaleh. Thus,  $H_3$  is accepted, which means that Promotion ( $X_3$ ) has an effect on the Purchase Decision ( $Y$ ).

### **Simultaneous F Test Results**

The results of the F test show that the significance value is 0.000, which is smaller than 0.05. In addition, the Fcount value obtained is 7.536, which is greater than Ftable (from degrees of freedom 3 and 92) which is 2.70. Thus, it can be concluded that  $H_5$  is accepted, which means that product quality, price, and promotion have a significant simultaneous effect on the purchase decision of Acer laptops for students of the Faculty of Economics and Business, Universitas Malikussaleh.

### **The Influence of Product Quality on Acer Laptop Purchase Decisions**

Based on multiple linear regression analysis, product quality ( $X_1$ ) has a significant influence on the purchasing decision ( $Y$ ) of Acer laptops among students of the Faculty of Economics and Business, Universitas Malikussaleh. The calculated t value of 1.839 exceeds the t table of 1.661, with a significance value of 0.069 which is close to 0.05. This shows that students consider quality, such as durability and performance, to have a positive contribution to their purchasing decisions. Product quality is the main factor in choosing a laptop, because students need reliable devices to support their lecture activities. Although influential, the regression coefficient value of 0.238 indicates that its influence is not as large as the promotion variable ( $X_3$ ), which is also important in influencing purchasing decisions (Fauzi et al., (2023).

### **The Influence of Price on Acer Laptop Purchase Decisions**

Based on the results of the analysis, the price variable ( $X_2$ ) does not have a significant effect on the purchasing decision ( $Y$ ) of Acer laptops for students of the Faculty of Economics and Business, Universitas Malikussaleh. This can be seen from the calculated t value which only reached 0.043, much smaller than the table 1.661, with a significance of 0.966 which is far above the limit of 0.05. This shows that students do not consider price as the main factor in their purchasing decisions. Students tend to choose products based on quality and promotion, although price remains an important aspect. This may be due to the assumption that Acer laptops have quality that is comparable to the price offered, so they focus more on features and performance than price (Susanti & Rohima, 2023).

### **The Influence of Promotion on Acer Laptop Purchase Decisions**

The results of the analysis show that promotion ( $X_3$ ) has a significant effect on the purchasing decision ( $Y$ ) of Acer laptops for students of the Faculty of Economics and Business, Universitas Malikussaleh. The calculated t value reached 4.416, greater than the t table of 1.661, with a significance value of 0.000 which is far below 0.05. This shows that an effective promotional strategy can increase students' interest in buying the product. Students are very responsive to promotions carried out by Acer, such as discounts, special offers, or attractive marketing campaigns. The right promotion can create awareness and attract students' attention, thereby positively influencing their purchasing decisions (Gulo et al., 2022).

## **CONCLUSION**

1. Product quality ( $X_1$ ) has a significant influence on purchasing decisions ( $Y$ ) Acer laptop. Students feel that durability, performance, and features that support their academic activities contribute positively to purchasing decisions. This shows that students are more likely to choose products that are considered high quality to support their academic activities.
2. Price ( $X_2$ ) does not have a significant effect on the decision to purchase an Acer laptop. This shows that students pay more attention to quality and promotion factors than price when making a choice. In other words, price is not the main factor in decision making, but other aspects are more dominant.
3. Promotion ( $X_3$ ) has a significant effect on the purchase decision of Acer laptops. Attractive promotional strategies, such as discounts and special offers, can increase students' interest in buying. This shows that effective promotional efforts can encourage purchasing decisions among students.

4. Simultaneously, the variables of product quality, price, and promotion show that all aspects have an important role in influencing the purchasing decision of Acer laptops among students. This shows that in order to attract consumer interest, Acer needs to pay attention to all elements as a whole.

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