

**SKRIPSI**

**PENGARUH KUALITAS PRODUK YANG DIRASAKAN,  
*ELECTRONIC WORD OF MOUTH DAN PERSEPSI*  
HARGA TERHADAP MINAT PEMBELIAN  
*SMARTPHONE APPLE***



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**PROGRAM STUDI S1 MANAJEMEN**

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**UNIVERSITAS TARUMANAGARA**

**JAKARTA**

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J A K A R T A

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PEMASARAN  
JUDUL SKRIPSI : PENGARUH KUALITAS PRODUK YANG  
DIRASAKAN, *ELECTRONIC WORD OF  
MOUTH*, DAN PERSEPSI HARGA  
TERHADAP MINAT PEMBELIAN  
*SMARTPHONE APPLE* PADA  
MAHASISWA/I FAKULTAS EKONOMI  
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Jakarta, 4 Juli 2019  
Dosen Pembimbing,



(Carunia Mulya Firdausy, Prof, Dr, MA, M.Ec., APU)

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JUDUL SKRIPSI : PENGARUH KUALITAS PRODUK YANG DIRASAKAN, ELECTRONIC WORD OF MOUTH, DAN PERSEPSI HARGA TERHADAP MINAT PEMBELIAN SMARTPHONE APPLE PADA MAHASISWA/I FAKULTAS EKONOMI UNIVERSITAS TARUMANAGARA

Tanggal: 15 Juli 2019

Ketua Penguji :



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**ABSTRAK**

(A) MARVIN LOUIS (115140129)

(B) PENGARUH KUALITAS PRODUK YANG DIRASAKAN, *ELECTRONIC WORD OF MOUTH*, DAN PERSEPSI HARGA TERHADAP MINAT PEMBELIAN SMARTPHONE APPLE (SEBUAH STUDI KASUS PADA MAHASISWA/I FAKULTAS EKONOMI UNIVERSITAS TARUMANAGARA)

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(D) MANAJEMEN PEMASARAN

(E) *Abstract: The purpose of this research is to examine whether 1) perceived product quality, electronic word of mouth, and perceived price influence the purchase intention of students who use apple smartphones at the Faculty of Economics at Tarumanagara University. The population of this research is students who use apple smartphones at the Faculty of Economics at Tarumanagara University. The sample is 100 respondents with an online questionnaires with nonprobability sampling technique with purposive sampling. Overall the results of this study are 1) perceived product quality has a positive effect on purchase intention in buying Apple smartphones among students at the Faculty of Economics, Tarumanagara University. 2) electronic word of mouth has a positive effect on purchase intention in buying Apple smartphones among students at the Faculty of Economics, Tarumanagara University. 3) the perception of prices has a positive effect on purchase intention in buying Apple smartphones among students at the Faculty of Economics, Tarumanagara University. 4) perceived product quality, electronic word of mouth, and perceived*

*price together have a positive effect on purchase intention in buying Apple smartphones among students at the Faculty of Economics, Tarumanagara University.*

*Keywords: Perceived Product Quality, Electronic Word of Mouth, Perceived Price, and Purchase Intention*

(F) Daftar Acuan 51 (1987-2018)

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