

## **ABSTRACT**

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### ***THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASE DECISIONS OF XIAOMI SMARTPHONES***

*This study aims to investigate the effect of product quality and price on purchasing decisions for Xiaomi smartphones in the city of Jakarta. This research uses survey methods and multiple linear regression analysis. The findings of this study can provide insight for Xiaomi companies in designing relevant marketing strategies in Indonesia.*

*Keywords: Product Quality, Price, Purchase Decision, Xiaomi Smartphone.*

