

## **ABSTRACT**

*PT. Sang Hyang Seri (Persero) is a state-owned company engaged in agricultural business that sells seed such as seed of rice seed, seed of palawija, and seed of horticulture. Based on research at Regional Business Unit Office 1 PT. Sang Hyang Seri (Persero) Sukamandi Subang, researchers found the problem in the company's activities that purchase decision to low because consumers prefer to buy competitor products. The problem is consumer demand prefer to products with a cheaper price.*

*The purpose of research conducted is to determine the effect of pricing on consumer purchase decisions at the Office of Regional Business Unit 1 PT. Sang Hyang Seri (Persero) Sukamandi Subang. The research method used descriptive of analysis with primary data collection techniques in the form of non participant observation, structured interviews, and questionnaire dispersion. meanwhile secondary data collection by literature study, website, and company document. Data analysis techniques used were score analysis, instrument validity test, instrument reliability test, simple linear regression, rank spearman correlation, and coefficient of determination.*

*Based on the data obtained from the results of the study, that linear regression there is a positive effect of price determination on consumer purchasing decisions at the Regional Business Unit Office 1 PT. Sang Hyang Seri (Persero) Sukamandi Subang. The amount of influence of price determination on consumer purchasing decision at Regional Business Unit Office 1 PT. Sang Hyang Seri (Persero) Sukamandi Subang is 63.521% and the rest is 36.479% influenced by other unidentified factors, such as number of competitors, long production time, and distant location.*

*Suggestions that can be given by researcher are: Regional Office Business Unit 1 PT. Sang Hyang Seri (Persero) Sukamandi Subang should cut production costs such as reducing the daily wage or replacing the daily wage with a wholesale system, Office of Regional Business Unit 1 PT. Sang Hyang Seri (Persero) Sukamandi Subang should be more selective in choosing goods or materials to be seed and Office of Regional Business Unit 1 PT. Sang Hyang Seri (Persero) Sukamandi Subang should choose a better raw material suppliers to minimize stock limitations.*

***Keywords: Pricing, Consumer Purchase Decision***