

## **ABSTRACT**

*This study aims to determine the product quality and prices on consumer buying decisions either simultaneously or partially. This study use descriptive and verification. Methods of data analysis used in this research is validity and reliability test, multiple linier regression analysis, multiple correlation analysis, and coefficient determination analysis simultaneous and partial. Testing this hypothesis through the F test for the simultaneous and t test for partial by using SPSS 23.0 for windows. The result of this research showed that simultaneously product quality and prices have a positive influence and significant toward buying decision at 63,40%, partially product quality toward buying decision at 34,5%, and prices toward buying decision have influence at 28,9%.*

*Keywords : Product Quality and price toward buying decision.*