

ABSTRACT

This study aims to study the effect of quality and price on purchasing decisions (C59 Bandung customer survey) simultaneously or in part. The research method used is descriptive and verification methods with a total sample of 100 respondents. Test research instruments using validity and reliability tests. Data analysis methods used are multiple linear regression analysis, multiple circulation, and the coefficient of determination.

The results showed that there was a positive and significant effect between product quality and price on purchasing decisions. The magnitude of the effect of product quality and price on simultaneous purchasing decisions amounted to 77% and the remaining 23% other changes variables were not approved. Partially determines product quality on purchasing decisions by 49.5% and the effect of price on purchasing decisions by 27.5%, so that it can deactivate product quality that provides the greatest convenience to purchasing decisions.

Keywords: Product Quality, Price and Purchasing Decisions