

ABSTRACT

Print media is the most effective communication tool and has a good impact on society. At that time, people only got information through print media. Various information, events, entertainment, product advertisements and others. The decline in sales of the Bandung People's Mind Newspaper shows that there is an influence of product quality and price on purchasing decisions both simultaneously and partially. This study uses a questionnaire in the form of a questionnaire with validity and reliability tests. The research method used is descriptive and verification with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant influence between product quality and price on purchasing decisions. The magnitude of the influence of product quality, and price on purchasing decisions simultaneously is 57.2% and the remaining 42.8% is influenced by other variables that are not careful. Partially the magnitude of the influence of product quality on purchasing decisions is 32.8%, and the effect of price on purchasing decisions is 24.4%, so it can be concluded that price has the greatest influence on purchasing decisions.

Keywords: Product Quality, Price, and Purchase Decis