

ABSTRACT

Arka Sport is a business engaged in the sale of sports equipment but the focus of this store is selling football and futsal equipment. Based on the results of the study, there are problems with purchasing decisions, namely in terms of brand choice. Based on these problems, it is suspected that they are caused by pricing that has not been reached by consumers.

The purpose of this study was to determine the effect of pricing on purchasing decisions at the Arka Sport store. The research method used is a quantitative research method with a descriptive approach. Primary data collection techniques were carried out by means of non-participant observation, interviews, documentation and questionnaires to 30 respondents, while secondary data collection was carried out using library research. The data analysis technique used was the research instrument test (validity test and reliability test), the data analysis used was simple linear regression, Spearman rank correlation, coefficient of determination, and hypothesis testing.

Based on the results of the study, it shows that there is a positive influence between pricing on purchasing decisions according to a simple linear regression test, whereas according to Rank Spearman's correlation the effect of pricing on purchasing decisions is strong and based on the results of the determination coefficient of pricing on purchasing decisions at Arka Sport Store there is a positive and significant influence and the rest is influenced by other factors.

Suggestions that researchers can put forward are promoting products through social media, brand selection must follow trends and in pricing must pay more attention

Keywords: Price, Purchase Decision.