

ABSTRACT

This research starts from the discovery of problems in the consumer purchasing decision process. The problem seen in this study is the purchasing decision process caused by company image and price. This study aims to determine the effect of company image and price on the purchasing decision process of the Vearst distro in Bandung City both simultaneously and partially. The research method used is descriptive and verification, with a sample size of 73 respondents. The data collection techniques used were observation, interviews, and distributing questionnaires. The analysis method used is method of successive interval (MSI), multiple linear regression analysis, multiple correlation analysis, coefficient of determination analysis and hypothesis testing using the IBM SPSS Statistics 26 program.

The results showed that there was a positive and significant influence between company image and price on the purchasing decision process of the Vearst Bandung distro simultaneously 74.5%. Partially, the effect of company image on the purchasing decision process of the Vearst Bandung distro was 18.7% and the effect of price on the purchasing decision process of the Vearst Bandung distro was 55.8%. So it can be concluded that price has a greater influence on the purchasing decision process of the Vearst Bandung distro.

Keyword : Company Image, Price and Purchase Decision Process