

ABSTRACT

INFLUENCE OF THE QUALITY OF A PRODUCT AND PRICE ON THE DECISION TO PURCHASE A BOOK CV. PUSTAKA KARYA

Dzikri Syah Putra¹⁾, Dr. Edi Purwanto, SE., M.M.²⁾

¹⁾ Student of Management Department, Pembangunan Jaya University

²⁾ Lecture of Management Department, Pembangunan Jaya University

This study aims to determine whether there is an influence of the quality of a product and price on the decision to purchase books at CV publishers. Work Library. This study uses a quantitative method with data collection using a questionnaire and a purposive sampling technique. The population in this study were teachers, school employees and also school principals in the Tangerang City area. The results of this study indicate that the quality of a product (X1), price (X2), simultaneously has a positive and significant effect on purchasing decisions (Y) on selling books through the offline market or transacting directly.

Keyword : *Quality of a product, price, purchase decision, quantitative, purposive sampling*

Libraries : 18

Publication Years : 2014 - 2021