

ABSTRACT

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THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASE DECISIONS OF CONSUMERS OF MIE SETATAN NJERIT IN WEST JAKARTA.

This study aims to determine the effect of product quality and price on purchasing decisions for consumers of Mie Setan Njerit in West Jakarta. This type of research is quantitative research. The sample used was 126 respondents, using non-probability sampling method with. The data collection technique was through a questionnaire with a Likert scale which had been processed using Microsoft Excel software and SPSS 23 software. Data analysis used was validity and reliability testing, classical assumption testing, multiple linear regression, and hypothesis testing. The results of this study indicate that the variable product quality and price have a positive and significant effect on purchasing decisions. Product quality and price simultaneously have a positive and significant effect on purchasing decisions.

Keywords: Product Quality, Price, and Purchase Decision