

ABSTRACT

The Effect of Product Quality and Price on Purchasing Decisions of Mixue Products

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This study uses two independent variables, namely product quality and price and one dependent variable, namely purchasing decisions. This research was conducted with the aim to determine the effect of product quality and price either partially or simultaneously on purchasing decisions of Mixue products. The data collection technique was carried out by using a method in the form of distributing questionnaires online with a total sample of 150 respondents. The scale used in this study is a Likert scale of 1-5. The data analysis technique used in this study is to use validity tests, reliability tests and classic assumption tests in the form of normality tests, multicollinearity tests, and heteroscedasticity tests. In addition, testing the hypothesis using the T test and F test. The results of this study indicate that partially product quality has a positive and significant effect on purchasing decisions for Mixue products. In addition, price also partially has a positive and significant effect on Mixue purchasing decisions. Then, simultaneously product quality and price affect the purchase decision of Mixue products. That way, it is hoped that Mixue can continue to maintain the quality of its products and also continue to provide appropriate prices so that consumers can continue to make purchasing decisions on Mixue products.

Keywords : *Product Quality, Price, Purchasing Decisions.*