

## **ABSTRACT**

### **THE INFLUENCE OF PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE DECISIONS WITH INTEREST TO BUY AS A MEDIATION ON GACOAN Noodle PRODUCTS IN JABODETABEK**

Ami Prabowo 1) Dr. (Cand.) Mohamad Trio Febriyanto, S.E., M.M. 2)

- 1) *Pembangunan Jaya University Management Study Student Program*
- 2) *Lecturer of Pembangunan Jaya University Management Study Program*

This study aims to examine the effect of product quality, price perception, purchasing decisions mediated by purchase intention in purchasing Mie Gacoan products. Several studies have shown interest in the relationship between product quality, price perception, purchase decisions mediated by purchase intention. In the research process, the quantitative research method is the method used with the research object of the people who make purchasing decisions from Mie Gacoan products and people who live in the Greater Jakarta area. In this study the exact number of population is not known and researchers used purposive sampling as a sampling method with a total of 120 samples. The data was collected through questionnaires and the data analysis technique in this study was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 4.0 software. The results of this study indicate that product quality has a significant effect on purchasing decisions mediated by purchase intention. And price perception has no significant effect on purchasing decisions mediated by buying interest. Keywords: Gacoan Noodles, Product Quality, Perceived Price, Purchase Intention, Purchase Decision

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