

ABSTRACT

The Effect of Price and Product Quality on Purchasing Decisions for Organic Vegetables at Organicbox Bintaro

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This study aims to examine the effect of product price and quality on purchasing decisions at the Organicbox company. The population in conducting this research study were all Organicbox customers who made purchase transactions in the form of organic vegetables at Organicbox at least twice, while the sample used was 101 respondents. The sampling technique for this research used is purposive sampling. The analytical tool that researchers use for validity tests, reliability tests, F tests, t tests, classical assumptions, and the coefficient of determination in research is to use SPSS version 26 software to process research data.

Based on the research that has been done, it is known that the product price variable has a positive and significant effect on purchasing decisions, which means that if the price is increased, it has no influence on purchasing decisions and continues to increase and vice versa. The quality variable has a positive and significant effect on purchasing decisions, which means that if the product quality is improved, the purchasing decision will increase and vice versa.

Keywords: Product price, Product Quality, and Purchasing Decisions.