ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE INTENTION OF CUCU PROSPECTIVE CONSUMERS

Cucu is a business that runs in food and beverage field, especially drinks/beverage made from cow's milk with various variants of taste. This study aims to determine the effect of product quality on purchase intention and price perception on purchase intention of Cucu prospective consumers. The variables that are used in this research are product quality variable and price perception as independent variable and purchase intention variable as dependent variable. The population in this research is Cucu prospective consumers in West Surabaya whose number is unlimited, so in taking sample using Hair formula with the total of 210 respondents. Method that is used is non-probability sampling with purposive sampling technique. The method used in this research is quantitative linear regression method. Data collection method uses questionnaires that are distributed to respondents by using Likert scale. Based on the result of data analysis, it can be concluded that the product quality and price perceptions affect significantly on purchase intention of Cucu prospective consumers.

Keywords: Product Quality, Price Perception, Purchase Intention