

ABSTRACT

THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASING DECISION IN DREAM

The purpose of this research is to determine the effect of price and product quality on Dream's consumer purchasing decision, either partially or simultaneously. A total of 180 Dream customers are selected as the population of this study. The variables used in this research are Price (X_1), Product Quality (X_2), and Purchasing Decision (Y). The sampling technique in this study is non-probability sampling, which is purposive sampling. The principle of sample selection in the design of purposive sampling is a sampling technique with a specific purpose. Multiple linear regression analysis is used to analyze questionnaire result from 125 respondents. Results show that price and product quality simultaneously affect the purchasing decision in Dream. Price and product quality also partially influence the purchasing decision in Dream.

Keywords: *Price, Product Quality, Purchasing Decision*

