ABSTRACT

Dede Suhendri Afriyanto. 2011. "*The Influence Of Product Quality And Price On Consumer Purchase Decision (Case Study On Consumer Soerabi PA'iS Jl. Kopo Sayati Bandung)". Under Guidance* By: Trustorini Handayani SE., M.Si

The research was conducted at one of the small and medium businesses in the Soerabi PA'iS Bandung Jl. Kopo Sayati No. 138 Bandung. The phenomenon is happening is an attempt Surabi Soerabi PA'iS not yet very popular in Bandung when compared with Surabi Enhai and Imut Soerabi PA'iS but in fact superior in terms of sales surabi than two other businesses. Maybe there are things that make Soerabi PA'iS more superior in terms of product sales surabi. In this case the authors are interested in researching Surabi in terms of product and pricing set by Soerabi PA'iS Jl. Kopo Sayati No. 138 Bandung.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study were consumers in Soerabi PA'iS numbering 90 people as the studied sample. The test statistic used is the calculation of Pearson correlation, coefficient of determination, hypothesis testing, and also use the help of an application program SPSS 17.0 for windows.

Research shows that the overall quality of the products included in the criteria either. As for the price variable is included in the category good (cheap, affordable, competitive). Product quality and price have a positive and significant impact on consumer purchasing decisions. Then simultaneously greater impact than partial. This means the quality of the products should be harmonized with the price or otherwise so as to create interest as well as high and good consumer purchasing decisions.

Keywords: Product Quality, Price, Purchase Decision