

# **THE EFFECT OF PRICE, NEEDS AND SCARCITY ON PURCHASING DECISIONS FOR 3KG LPG GAS AMONG THE PEOPLE OF BENGKALIS**

**Student name** : **Suci Anggraini**  
**Registration number** : 5404201268  
**Advisor** : Nageeta Tara Rosa, S.E., M.BA  
**Student Institue** : State Polytechnic of Bengkalis

## **ABSTRACT**

In a rapidly changing global business environment, industries face intense competition, including in sales in the Oil and Gas industry. 3Kg LPG gas is one of the popular products in the Oil and Gas industry because it provides safe and affordable energy access for low-income people. In this study, researchers analyzed the effect of price, need and scarcity on the decision to purchase 3Kg LPG gas among the people of Bengkalis. This study uses a quantitative method using a non-probability sampling method with purposive sampling. The sample in this study were 100 respondents, data processing using the IBM SPSS version 27 application with multiple linear regression analysis testing which includes validity test, reliability test, T test, F test, and coefficient of determination (R<sup>2</sup>). The results of this study indicate that: 1) price has a positive and significant effect on the decision to purchase 3Kg LPG gas among the Bengkalis community, 2) needs have a positive and significant effect on the decision to purchase 3Kg LPG gas among the Bengkalis community, 3) scarcity has a positive and significant effect on the decision to purchase 3Kg LPG gas among the Bengkalis community, 4) the coefficient of determination (R<sup>2</sup>) is 0.560. This means that price, needs and scarcity affect the decision to purchase 3Kg LPG gas among the Bengkalis community by 56% while the remaining 44% is influenced by other variables not examined in this study.

**Keywords:** *Price, Need, Scarcity, Purchase Decision*