## THE INFLUENCE OF CONSUMER PERCEPTIONS ABOUT PRICE, PRODUCT QUALITY AND SERVICE QUALITY TOWARDS PURCHASING DECISIONS

(At Janji Jiwa Bengkalis)

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## **ABSTRACT**

This study aims to determine the relationship and influence of price variables, product quality, service quality on purchasing decisions at the Janji Jiwa cafe in Bengkalis partially and simultaneously, to determine the magnitude of the influence of the price variable, product quality, and service quality on purchasing decisions. This type of research is associative. In the study, the target population is the consumer of Janji Jiwa coffee products in Bengaklis City. When this research was conducted from October to January 2020, which took place in the City of Bengkalis, Riau. Data collection techniques in this research is to use interview techniques and questionnaires. The results of this study are based on the results of classical assumption test, partial test, simultaneous test and determination coefficient test. From the test results using partial and simultaneous tests that the variable price, product quality and service quality have a relationship and influence on purchasing decisions. The test results of the coefficient of determination variable price, product quality and service quality affect purchasing decisions with a value of price (22.8%), product quality (44.5%) and service quality (36.7%). This shows that the influence of price, product quality and service quality variables affects purchasing decisions by 60.8%. While the remaining 39.2% (100% - 60.8%) is explained by other causes.

Keywords: Price, Product Quality, Service Quality, Purchase Decision