

# ***THE EFFECT OF PRICE ON PURCHASING DECISIONS FOR RK GLOW RED JELLY PRODUCTS (A Case Study The People Of Bengkalis)***

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## ***Abstract***

*This study aims to determine the respondent's responses about price of Red Jelly products in Bengkalis, respondent's responses about purchasing decision Red Jelly products in Bengkalis, to determine how the effect of price on purchasing decisions for the Red Jelly products in Bengkalis, and how much influence price has on purchasing decisions for Red Jelly product in Bengkalis. This study is a quantitative research by distributing questionnaires to 100 respondents using nonprobability sampling method with snowball sampling. The test results show that the price has a positive and significant effect on purchasing decisions, meaning that the price variable is one of the variable that can be used to measure purchasing decisions. The coefficient of determination (KD) is 0.159 or equal to 15.9%, which means that the price affects purchasing decisions by 15.9% while the remaining 84.1% is influenced by other variables not examined in this study.*

***Keywords*** : Price, Purchasing Decisions, Red Jelly