

ABSTRACT

The development of textiles in Indonesia is currently growing. The Ministry of Industry said that the national textile and textile industry (TPT) shows a positive performance in both domestic and export markets, quoted from *Bisnis.com* (26/9). PT. Soka Cipta Niaga is one of the companies engaged in the field of textiles, especially in the field of fashion (knitted products) in the form of socks with brand SOKA.

This study aims to determine the effect of price (X1) and product quality (X2) on purchase decisions (Y) sock products at PT. Soka Cipta Niaga in 2018. This research uses quantitative method with multiple linear regression analysis technique. With respondents as many as 100 people who are consumers who have bought Soka socks. Based on the results of data processing can be known responses of respondents to variable prices, product quality and purchasing decisions are at very high or very good condition that is equal to 81.83%, 83.24% and 81.53%. Partially and simultaneously variable price and product quality have a significant effect on purchasing decision. The amount of influence of price and product quality to purchase decision is 64,8% while the rest is influenced by other factors not examined in this research.

Keywords : Price, Product Quality and Purchase Decisions.