

ABSTRACT

Purchasing decision is a decision that consumers actually buy and before buying the product the consumer will encounter a series of product purchasing decisions, including making a repeat purchase. Factors that influence purchasing decisions such as buyer choice, number of purchases, payment methods, etc.

In this study the independent variables are price and product quality. The dependent variable in this study is the purchase decision. This study aims to determine the effect of price and product quality on purchasing decisions for adidas shoes in Bandung.

Based on the results of the study, the price and quality of the product simultaneously influence the purchasing decision. Partially, the price significantly influences the purchase decision. While product quality has a significant effect with the highest score on purchasing decisions.

Keywords: Product quality, price