

ABSTRACT

Indonesia is a country that has considerable potential in developing natural products. Indonesia is known as a country that has a diversity of plant and animal species. Strategic geographical location with an area of about 1,919,440 square kilometres shows how rich Indonesia will be in its natural resources, flora, fauna and hydrographic potential. Indonesia's natural resources include agriculture, forestry, marine, stockbreeding, plantation, and energy mining. This research was conducted to determine the influence of product quality and price on honey purchase decision of Madu Apiari Mutiara in Depok. This research uses quantitative descriptive research. The sampling that is used in this research is non-probability sampling technique with incidental sampling type in which the sample of determination technique based on people who the researcher met accidentally with the number of respondent are 100 respondents. The analysis technique being used is descriptive analysis and multiple analysis regression.

keyword: product quality, price, purchase decision