

## **ABSTRACT**

*Along with the development of the year, especially in 2020 the price of raw materials soared so that for some companies the difficulty to set a price for the products produced by a company. Every company always pursues profits for sustainable production. The profit obtained is determined at the price offered. The price of a product is determined from the sacrifice made to produce the services and expected profits or profits. Therefore, determining the product price of a company is an important issue. Purchasing decision is a decision that consumers really buy and before buying the product consumers will resemble a series of product purchasing decisions. Factors that influence purchasing decisions such as buyer choice, number of purchases and payment methods. In this study the independent variable is price. The dependent variable in this study is the purchase decision. This study aims to determine the effect of prices on purchasing decisions on the Citra TK Utama Bandung Pangalengan City product in 2020. Based on the results of the study, prices significantly influence the purchase decision.*

**Keywords: Price, Purchase Decision**