

ABSTRACT

The development of industry in Indonesia is currently progressing very rapidly, with the current situation it becomes a very rapid competition in the industrial world. One of the industries that is growing rapidly is the automotive industry, automotive is a science that studies land transportation that uses engines and becomes an important component, especially automobiles. Eco-friendly cheap cars are a variant of new cars that emerged after the regulation that discussed the regulation of new automotive in Indonesia. Automotive companies today have progressed in terms of the quality of materials provided to their vehicle products, In addition to the quality of products that are highly considered in a product, price is also a determinant of whether consumers want to buy the product or not. After assessing what is needed, a purchase decision arises, the purchase decision is an activity that must be done by prospective buyers or consumers.

The purpose of this study is to know the Perception of Product Quality and Price to the Purchase Decision of Toyota Agya 2021. Data collection was conducted by distributing questionnaires to 100 people using Toyota Agya. The research method used is quantitative as well as the data analysis technique used is multiple linear regression.

Based on the results of the study showed that variable perception of product quality and price influenced the purchase decision by 76.8%. While the remaining 0.232 or 23.2% was influenced by other variables studied.

Keywords: Product Quality Perception, Price, Purchase Decision, Multiple Linear Regression Analysis, Quantitative Method..