

ABSTRACT

Competition in business in a shoe industry is a familiar thing in the business world. One of the factors for companies to be able to compete in the market is to provide value to a product so that consumers become loyal to the company. The price of a product becomes a consideration for every consumer when choosing a product of interest. Converse is one company that has hope, namely that consumers have high purchasing decisions.

This study aims to determine the effect of product quality and price on decisions. This type of research is a causal descriptive study using a quantitative approach. Sampling was done using a non-probability sampling method with a purposive sampling technique and 100 respondents. The population of this study is students in the city of Bandung who use converse shoes.

Partially, the results showed that product quality had a positive and significant impact on purchasing decisions, obtained ($t_{count} 3.936$) > ($t_{table} 1.66088$) and $sig\ 0.000 < 0.05$. Partially it is known that the price has a positive and significant influence on purchasing decisions obtained ($t_{count} 5.687$) > ($t_{table} 1.66088$) and $sig\ 0.000 > 0.05$. Simultaneously, it is known that product quality and price have a significant effect on purchasing decisions ($F_{count} 108.745$) > ($F_{table} 3.09$) and $sig\ 0.000 < 0.05$.

Keywords: Product Quality, Price, and Purchase Decision.