

# **THE INFLUENCE OF PRICE ON THE DECISION TO PURCHASE LSMBE DAWET PRODUCTS**

## **ABSTRACT**

*This research was conducted to determine the effect of price on purchasing decisions for Ngombe Dawet products. The purpose of this research is to find out how much influence price has on the purchasing decisions of Ngombe Dawet customers. This research uses quantitative methods. The type of research used in conducting this research is descriptive research. Sampling using purposive sampling technique obtained a sample of 100 respondents. The data analysis techniques used are descriptive analysis and simple linear regression analysis. Based on research results from simple linear regression testing, it shows a sig value of  $0.000 < 0.05$  or a  $t_{count}$  value of  $4.723 > t_{table} 1.984$ . So the decision result that can be taken is rejecting  $H_0$  and accepting  $H_a$ , then price has a significant influence on purchasing decisions. The conclusion in this research is that product prices in Ngombe Dawet have a significant influence on purchasing decisions.*

**Keywords:** Price, Purchase Decisio

