

ABSTRACT

The development of perfume in Indonesia is growing very rapidly. Making sales competition between perfume companies increasingly high and making it difficult for companies to compete. One of them is that Rozs Perfumery must have maximum ability to improve product quality and offer prices that are easily accessible to attract consumer purchasing decisions. This shows that the product quality and prices at Rozs Perfumery still have many shortcomings.

This research aims to examine the influence of product quality and price on purchasing decisions for Rozs Perfumery products. The research method used is a quantitative descriptive method with data collection through distributing questionnaires to 100 respondents. The data analysis used is validity test, reliability test, classical assumption test, multiple linear regression analysis, correlation and determination efficiency analysis, and research hypotheses (partial t test and simultaneous f test). The program used to analyze the data uses SPSS.

Based on the research results, the regression equation $Y = 12.035 + X_1 - 0.297X_2 + 1.075$. This research found that the influence of product quality and price on purchasing decisions for Rozs Perfumery perfume was 88.7% and the rest was influenced by other factors not examined in this research. The research results show that product quality and price have a significant positive effect on the decision to purchase Rozs Perfumery perfume.

Keywords: Product Quality, Price and Purchasing Decisions