

ABSTRACT

Title : *Effects of Product Quality, Service Quality and Price on Purchasing Decisions on Levi Pants*

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Study program : *Management*

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This study discusses Product Quality, Service Quality and Price on Purchasing Decisions. The independent variable consists of Product Quality, Service Quality and Dependent variable prices are purchasing decisions. This research was conducted on customers who use and buy. The sample used amounted to 145 respondents with a sampling technique that is purposive sampling. This type of research is qualitative and the method used in this study is multiple linear regression analysis

The results of this study indicate product quality, service quality and positive and significant prices on purchasing decisions. Furthermore, Product Quality, Service Quality and Price agreed to be positive and significant towards the Purchasing Decision

Keywords: *Product Quality, Service Quality, Price and Purchasing Decisions*