

ABSTRACT

“The influence of product quality and price on purchasing decisions for muslim Rabbani clothing for residents of kalisari village baureno district”

This Study Aims To Determine The Effect Of Product Quality And Price On Purchasing Decisions For Muslim Rabbani Clothing For Residents Of Kalisari Village, Baureno Distract. This Research Method Uses Descriptive Quantitative Research Methods With A Population Of 100 People. The Data Analysis Technique Is Parsial Least Square Analysis Research Can Be Concluded That Based On The Result Of Hypothesis Testing Using T Test. It Is Known That Product Quality Has A Significant Effect On Purchasing Decisions For Rabbani Muslim Clothing For Residents Of Kalisari Village, Baureno District With A Significance Level 0,000 Which Is Smaller Than 0,05 ($0,000 < 0,05$). And Based On The Results Of Hypothesis Testing Using The T Test, It Is Known That The Price Does Not Significantly Influence The Purchase Decision Of Rabbani Muslim Clothing For The Residents Of Kalisari Village, Baureno District 0,703 Which Is Greater Than 0,05 ($0,703 > 0,05$).

Keywords : Product Quality, Price, Purchasing Decisions.