

ABSTRACT

This study was conducted to determine the effect price on purchase decision process of Daihatsu Xenia Product (case study Daihatsu Xenia user in Soekarno Hatta Bandung) . The purpose of this study was to determine the suitability price of product, how the process of purchasing decisions by consumers in buying Daihatsu Xenia product in simultaneously.

This study uses quantitative methods with descriptive research. Sampling was conducted using non probability sampling type simple purposive sampling, the number of was 70 respondents. Data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the simultaneously results of hypothesis testing, the price significantly influence the purchase decision process.

Evidenced F Test result is 50,730 with a significance of $0,000 \leq 0.05$. While the results obtained from F table with $df1 = 1$ and $df2 = 68$ at $\alpha = 0.05$ is 3.98 which means $F_{hitung} \geq F_{table}$ ($50.730 \geq 3.98$), Of hypothesis testing simultaneously obtained price significantly influence the consumer decision process in buying Daihatsu Xenia Product. Based on the coefficient of determination variables that influence the price to the purchase decision process is 42,7%. While the remaining 27,3 % is explained by other variables not examined.

Keywords: Price, Purchase Decision