

## **ABSTRACT**

*Today's tourism has become a lifestyle, people are willing to change their consumption, they now tend to reduce shopping and living costs for traveling. Company still get complaints from consumers about food, equipment, and employees. In addition to the price, company does not have a pricing standard so that each prospective participant gets a different price.*

*The purpose of this study was to examine the influence Service Quality ( $X_1$ ) and Price ( $X_2$ ) on Purchase Decision ( $Y$ ) in Shelter Garut Trip Organizer.*

*This research is using quantitative research with research method is descriptive-causal. The type of sampling is saturated samples which is 140 respondent from Shelter Garut Trip Organizer's consumer. Data analysis technique used is multiple linear regression analysis and using SPSS*

*Based on hypothesis testing using T test that the Service Quality and Price have a positive and significant impact on Purchases Decision. Results of studies simultaneously using the F test, indicating that all of the independent variables significantly affect the Purchase Decision. The effect of variable X (Service Quality and price) to variable Y (Purchase Decision) is at 62.78% while the remaining 37.22% influenced by other variables beyond the variables studied.*

*Keywords: Price, Purchase Decision, Service Quality*