

## ABSTRACT

This research is to understand how the influence of product characteristics and environmental characteristics on purchasing decisions at freshwater fish shops H. Apid Subang. In this study using a quantitative approach to the type of descriptive research. The population in this study were 100 respondents with a random sampling technique. The data analysis technique used is hypothesis testing with path analysis and simultaneous testing. The results obtained are based on testing product characteristics on purchasing decisions. The  $t_0$  value is  $(8.706) > t_a$  value  $(1.96)$  and  $p$  value  $(0.000) < 0.05$  with The path coefficient is 64.3%. Based on the Environmental Characteristics Test on Purchasing Decisions, a  $t_0$  value of  $(2.238) > t_a$  value  $(1.96)$  and  $p$  value  $(0.270) > 0.05$  with a path coefficient of 19.9% is obtained. In simultaneous testing of product characteristics and environmental characteristics of the Purchase Decision is  $0.000 < 0.05$  and  $F$  Count  $66.882 > F$  Table 3.09. The R Square value of the Purchasing Decision variable is influenced by 60% by the Product Characteristics and Environmental Characteristics variables.

**Keywords: Environmental Characteristics, Freshwater Fish, Product Characteristics, Purchase Decision.**