

THE INFLUENCE OF PRODUCT DIVERSITY AND PRICE PERCEPTIONS ON ONTEL BIKE PURCHASE DECISIONS AT THE AGUNG JOMBANG SHOP

ABSTRACT

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This study aims to determine the effect of product diversity and price perceptions on purchasing decisions on ontel bicycles at the Agung Jombang Store. The method used in this research is an explanatory research approach. Analysis of the data used is multiple linear regression analysis. In taking the sample using accidental sampling technique, with a sample of 100 respondents, while the data collection method used is by using a questionnaire to Toko Agung Jombang. The methods used to process and analyze the data are validity test, reliability test with Cronbach Alpha, classical assumption test, simple regression analysis, and t test.

Based on the results of the study indicate that high product diversity can improve purchasing decisions and perceptions of good prices can improve purchasing decisions.

Keywords: Product Diversity, Price Perception, Purchase Decision