

**THE EFFECT OF PRICE PERCEPTION AND PRODUCT DIVERSITY ON  
PURCHASING DECISIONS (Study on BUMDes Aneka Usaha, Jatigedong Village,  
Ploso District, Jombang Regency)**

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**ABSTRACT**

*This study aims to determine the effect of price perception and product diversity on purchasing decisions (Study on BUMDes Aneka Usaha Jatigedong Village, Ploso District, Jombang Regency). This type of research is a type of correlational research, namely research that aims to determine whether there is a relationship between the two variables studied.*

*This study uses a quantitative approach, namely a research method based on the philosophy of positivism, used in researching certain populations and samples. The population in this study are all consumers who have bought used goods (scrap) at BUMDes Aneka Usaha whose number is unknown. While the sample in this study amounted to 100 people who were taken using accidental sampling technique. Data collection techniques using a questionnaire. The data analysis method in this study used multiple linear regression analysis with the statistical tool SPSS statistic 21 for windows.*

*The results showed that the perception of price and product diversity had a significant effect on purchasing decisions. Thus it can be concluded that the perception of price and product diversity have an effect on purchasing decisions.*

***Keywords: Price Perception, Product Diversity, Purchase Decision***