

ABSTRACT

This Research Product Quality and Price Perception Against Decision Purchase Seed Ornamental Fish Neon Tetra (Case Study At Kirana Fish Farm Cibinong). This study examined all buyers from Kirana Fish Farm which amounted to 40 respondents and analysis using descriptive statistics test, assumption test & quality of research instrument, classical assumption test, and hypothesis test with SPSS tool 20 version. The result of this research is positive and significant between variable of Price Perception and Product Quality to Purchase Decision.

Keywords: Price Perception, Perception Product Quality, Purchase Decision



ABSTRAK

Penelitian ini Kualitas Produk dan Persepsi Harga Terhadap Keputusan Pembelian Bibit Ikan Hias Neon Tetra (Studi Kasus Pada Kirana Fish Farm Cibinong).Penelitian ini meneliti seluruh pembeli dari Kirana Fish Farm yang berjumlah 40 responden serta analisisnya menggunakan uji Statistik Deskriptif, uji Asumsi & Kualitas Instrumen Penelitian, Uji Asumsi Klasik, dan Uji Hipotesis dengan alat bantuSPSS versi 20.Hasil penelitian ini adalah terdapat pengaruh yang positif dan signifikan antara variabel Persepsi Harga dan Kualitas Produk terhadap Keputusan Pembelian

Kata Kunci :Persepsi Harga, Persepsi Kualitas Produk, Keputusan Pembelian

