

## ABSTRAK

Penelitian ini berjudul “*Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Bumbu Racik Indofood* (Penelitian dilakukan di Perumahan Binong Permai Tangerang dan sekitarnya), bertujuan untuk mengetahui tanggapan konsumen Bumbu Racik Indofood di Perumahan Binong Permai Tangerang dan sekitarnya mengenai pengaruh Kualitas dan Harga Terhadap Keputusan Pembelian. Penelitian melibatkan 162 responden. Metode analisis data menggunakan *Component Based Structural Equation Modeling*. Hasil pengujian hipotesis menunjukkan *Harga* mempunyai hubungan positif dan berpengaruh signifikan terhadap keputusan pembelian Produk Bumbu Racik Indofood, Variable lain menunjukkan *Kualitas Produk* mempunyai hubungan positif dan Pengaruh tidak signifikan terhadap Keputusan Pembelian Bumbu Racik Indofood.

Kata kunci : Kualitas Produk, Harga dan Keputusan Pembelian

## **ABSTRACT**

*The study entitled “The Influence of product quality and price to purchase decision of Bumbu Racik Indofood (research conducted in the housing Binong Permai Tangerang and surrounding areas), aims to know the consumer response of Bumbu Racik Indofood in Estate of Binong Permai Tangerang and its surroundings on the influence of quality and price to purchase decision. Research involved 162 respondents. Method of data analysis using Component Based Structural Equation Modeling. The results of the hypothesis testing showed that the price has a positive relationship and significant effect on the purchase decision of Bumbu Racik Indofood product, another variable showing product quality has positive relationship and insignificant influence to purchase decision of Bumbu Racik Indofood.*

*Keywords : Product Quality, Price and Purchase Decision*