

ABSTRACT

Started with many problem that happened at Toserba Kodephub, that is decreasing of consumer buying level and sensed that the price of product is not competitive, and the service is relative standard so it can affect consumer buying level at Toserba Kodephub. Based with this problem, the research will be conduct and purpose to know affect of price and service regarding consumer buying level. The affect that will be test is parsial and simultan affect. The method that used for this research is descriptive and correlational.

From Rank Spearman partial correlations results showed that both product price and service quality have positif significant correlations to customer's buying. Coefficient value of Rank Spearman that gotten from calculation were rs for product price variable = 0,457 significant to level 0,01 and rs for service quality variable = 0,356. From such a result of partial correlation we can see that product price has stronger correlation than service quality in order to influencing consumer buying level of Toserba Kodephub, Jakarta. While from result of multiple linear regression was showed that multiple correlation coefficient (R) was gotten 0,912 and determinant coefficient (R Square) was gotten 0,832 means that simultaneously both independent variables have enough correlation to consumer buying level of Toserba Kodephub, Jakarta.

Every single of changes variety that happened to price product level and service quality amounted 1 unit could influence changes variety of customer buying level amounted 83 % and the rest one amounted 17 % was influenced by another factors such as product quality , promotion, and product distribution. Hypothesis partial test result was showed that t calculated for each of product price variable ($t_1 = 3,887$) and t calculated for service quality ($t_2 = 2,856$) both have t calculated still bigger than t table. It means that both product price and service quality partially has strong and positive correlations to consumer buying level of Toserba Kodephub, Jakarta.

Finally, from simultaneously hipotesis through F Anova test was resulted that F calculated was gotten from calculation 7,480 significance to level 0,01. Such a F calculated was still higher than F Table. It means that simultaneously product level and service quality have strong and positive significant correlations to consumer buying level of Toserba Kodephub, Jakarta. Generally, from research was got conclusion that alternative Hypothesis (H_a) was proved and could be accepted. Researcher suggest to Toserba Kodephub to conduct compare study relate to decide the price and to conduct cooperation with another new supplier.