

Abstract

Yogya is a retail business of PT. Akur Pratama is engaged in the ritail business. Yogya accessories store itself is a supermarket or department store that provides a variety of daily needs both in the form of food and non food. Starting from semi-finished goods to finished goods of various types of brands and services vary in price. This study aims to find out how much influence the price of products to consumer purchasing decisions in Department Store Yogya Bojongsoang.

The research method used in this research is descriptive quantitative, where the data obtained through questionnaire. Population in this research is consumer of Toserba Yogya Bojongsoang expenditure and the amount is not known with certainty, with sampling technique using accidental sampling. The number of samples in this study is 100 respondents. Data analysis technique used is simple linear analysis.

Based on result of hypothesis test with partial price have positive effect with positive and significant value to decision of consumer purchase in General Store of Yogya Bojongsoan. Based on the coefficient of determination, the price affects the purchase decision of 35.9% and the remaining 64.1% influenced by other variables not examined in this study

Keywords: Product Pricing , Purchasing Dicision,Retail