

## ABSTRACT

The trend of increasing consumption of liquid milk is reviewed in Policy Paper No.52 Transfer of Technology and Knowledge for Dairy Farms where Indonesia has a level of liquid milk consumption that continues to increase every year from 2018 to 2022, the total milk consumption in order is 161 thousand tons, 187 thousand tons, 196 thousand tons, 197 thousand tons, and 204 thousand tons which means that the larger the liquid milk market in Indonesia. Bear Brand is one of the big brands working on the search milk market in Indonesia and has challenges in increasing sales through purchasing decisions. This research focuses on two variables in Bear Brand, namely Product Quality and Price which are competitive forces even though the price is not the cheapest and even expensive. International and national literature reviews state that there is a relationship between Product Quality and Price Variables and Purchasing Decision variables, and the purpose of this study is to look at how the influence of both dependent variables on Purchasing Decisions.

The research method used in this study is a quantitative method of Sampling carried out with a non-probability sampling technique used is purposive sampling with a total of 100 respondents who know or have Bear Brand Milk products. Meanwhile, the data analysis techniques used are descriptive analysis and multiple linear regression analysis.

The results of the study based on descriptive analysis for the Product Quality variable are already in the Sufficient category by 65%, the Price variable is already in the Sufficient category by 65%, and the Purchase Decision variable is already in the Sufficient category by 66%. Product Quality and Price had a positive and significant effect on buying interest with a magnitude of influence of 74.4% and the remaining 25.6% was influenced by other factors that were not studied.

**Keywords: Product Quality, Price, Purchasing Decision**

## HALAMAN MOTO DAN PERSEMBAHAN

### Moto :

“Berjalan melihat kedepan , jangan melihat kebelakang”

### Persembahan :

Skripsi ini saya persembahkan untuk diri saya sendiri yang telah berusaha untuk menyelesaikan studi di program studi Administrasi Bisnis. Serta tidak lupa saya persembahkan Untuk kedua orang tua . keluarga besar , teman dekat , pasangan , dan sahabat yang senantiasa memberikan dukungan yang sangat berarti.