

ABSTRACT

Product quality is an important consideration made by consumers in buying a product. In addition to product quality, product prices are also a reference for consumers in making purchases, meaning that if the price offered by the company to consumers is appropriate and comparable to the benefits provided, of course the opportunity for consumers to buy will be much greater. Of the many companies engaged in providing outdoor equipment, EIGER Adventure is one of the brands that is in great demand by consumers, especially for camping products, this is evidenced by the increase in sales of EIGER Adventure for three months reaching 6,000 products.

The population used in this study were consumers who had purchased Eiger Adventure products with a total sample of 150 respondents using a purposive sampling method. The results showed that the product quality and price variables were included in the good category with significant simultaneous and partial effects on purchasing decisions for Eiger Adventure products. The product quality variable (X1) has a significant effect on purchasing decisions (Y), and the price variable (X2) also has a significant effect on purchasing decisions at Eiger Adventure. The coefficient value of the determinant of the effect of the independent variables, namely Product Quality and Price on the dependent variable, namely Purchase Decision, is 42.2%. The remaining 57.8% is influenced by other factors not examined in this study.

Keywords: Product Quality, Price, Purchase Decision