

ABSTRACT

Meriam Geprek Chicken Company is one of the restaurant companies in Gang PGA Telkom University. Companies need to identify customer needs and desires. Price and product quality are important factors that need to be considered to maintain consumer purchases. This research was conducted with the aim of determining the significant influence on purchasing decisions for Ayam Geprek Meriam products.

The type of research used is a quantitative method. With this research sample, 100 respondents were collected and analyzed using multiple linear regression using IBM SPSS Version 29.

The results of the research show that price and product quality partially or simultaneously have a significant influence on purchasing decisions for Ayam Geprek Meriam at Gang PGA Telkom University.

Keywords: Price, Product Quality, Purchasing Decision, Chicken Geprek Meriam