

**PRICE AND PRODUCT QUALITY AS AFFECTING FACTORS
TO PURCHASE INTENTIONS OF ELECTRONIC CARS IN
BANDAR LAMPUNG CITY.**

THESIS

A THESIS SUBMITTED IN FULFILMENT OF THE REQUIREMENTS FOR THE
BACHELORS DEGREE OF MANAGEMENT IN BUSINESS PROGRAM.



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ABSTRACT

PRICE AND PRODUCT QUALITY AS AFFECTING FACTORS TO PURCHASE INTENTIONS OF ELECTRONIC CARS IN BANDAR LAMPUNG CITY

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This study aims to determine the effect of price on purchase intentions of electronic cars in Bandar Lampung city, product quality on purchase intentions of electronic cars in Bandar Lampung. The type of research in this study is qualitative and the research method used is associative. The data source of this research in this study is primary data collected in form of google form questionnaires. The data collection method in this study is Field Research with the distribution of online questionnaires. The population in this study amounted to 923970 people living in Bandar Lampung city who are above 20 years of age. The sampling technique in this study uses Non probability sampling, namely by snowball sampling technique, to obtain the sample of 100 respondents. The instrumental requirement tests in this study are validity test and reliability test. The data analysis requirements test in this study uses normality test, the data analysis method uses the multiple linear regression, and the hypothesis testing uses t-test and F-test. The result of this study shows that price does not or has no effect on purchase intentions but product quality effects purchase intentions whereas price and product quality effect purchase intentions of electronic cars in Bandar Lampung city.

Keywords: Price, Quality, purchase intention, Electronic cars.

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