

## **ABSTRACT**

### **THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON THE DECISION TO PURCHASE A HONDA BRIO SATYA E CVT CAR AT PT HONDA LAMPUNG RAYA**

**By :**

**Yudha Dhika Pratama**

**Nickyudha21@gmail.com**

An important point for a company to be able to win market competition is that the company needs to pay attention to what underlies a consumer's choice of product. Based on data from the Association of Indonesian Automotive Industries (Gaikindo), the Indonesian automotive market in 2020 decreased by 48.3% compared to 2019. This research aims to prove the influence of price and quality on purchasing decisions. The results of this research show that price and product quality partially have a positive effect on consumer decisions in purchasing a Honda Brio Satya E CVT car..

**Keywords:** Price, Quality, Purchasing Decisions