

ABSTRACT

THE EFFECT OF PERCEIVED QUALITY, PRICE, AND STORE IMAGE ON PURCHASING DECISIONS ALFAMART PRIVATE LABEL PRODUCTS (STUDY ON ALFAMART SOEKARNO HATTA CITY IN BANDAR LAMPUNG)

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The purpose of this research was to analyze the effect of perceived quality, perceived price and store image on purchasing decisions Alfamart private label products. This type of research was an explanatory quantitative methods. The sample in this study was 100 respondents by using purposive sampling technique. The data analysis techniques used multiple regression test. These results indicate that the perception of the quality and store image had a significant influence on purchasing decisions, while the perception of price didn't significantly influence on purchasing decision Alfamart private label products. Simultaneously, perceived quality, perceived price and store image have significant influence on the purchase decision. For next researcher was recommended to investigate the other companies or other brands that had same conditions with private label products in Alfamart. It can be used as a benchmark as well as completing this research.

Keywords: Stores Image, Purchasing Decisions, Perceived Quality, Perceived Price