

*Effect Of Product Quality, Perception, Price And Customer Attitudes Towards
Purchasing Decision Pt. Asian Hybrid Seeds Technologies
Indonesia Jember*

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ABSTRACT

PT. Asian Hybrid Seeds Technologies Indonesia Jember is one of the local corn Seed company with a market in the field of almost all over Indonesia. The company produces corn seeds. Corn is a seasonal plant that can be used as a substitute for rice, livestock feed and basic needs that have high carbohydrate soil. This research aims to 1) to analyse and simultaneously test the influence of product quality, perception, price and consumer attitudes towards purchasing decision making at PT. Asian Hybrid Seeds Technologies Indonesia. 2) to analyse and test partially the influence of product quality, perception, price and consumer attitudes towards purchasing decision making at PT. Asian Hybrid Seeds Technologies Indonesia. 3) to analyse and test which variables have a dominant influence on purchasing decision making at PT. Asian Hybrid Seeds Technologies Indonesia. The methods used are validity test and reusability test, classical assumption test, double linear regression, coefficient of determination, test T and test F. Results of the study which is where the free variable is simultaneously and partially affected to the bound variable, and the variable that is predominant is the consumer attitude variable. While testing using the method of data obtained shows valid and reusability and effect on the variables bound.

Keywords : *Influence, Product Quality, Perception, Price, Buying Decision, Corn Seed.*