

**THE IMPACT OF PRICE AND PRODUCT QUALITY TOWARDS
CONSUMER BUYING DECISION AT
PT. XYZ**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Indonesia have a potential in mining industry, it affect to the Indonesia citizens that want to grab that opportunity. The potential in mining industry making the number of arises company that engaged in the industry of mining. Therefore, there are competition in order to grab the potential. Extent to the number of company in the mining industry who establish from long ago, PT. XYZ begin to compete in the mining industry as a new comers. The company want to grab the market and compete with the competitors around. In this case, there are two independent variables that have impact to the independent variable. Price and product quality as an independent variable give impact to the consumer buying decision. The purpose of this research is to acknowledge the important factor to focus on as a new comers in the market. The results of the research shows price and product quality give impact to the consumer buying decision, in other hand product qualiy give more significant impact rather that price to the consumer buying decision.

Keywords: *Price, Product Quality, Consumer Buying Decision, Organizational Buying Behaviour, Mining Industry.*



DEDICATION

I dedicate this work for my family: father, mother and sister who give endless support to finish this thesis and the whole things in my life.



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