

## ABSTRACT

MUHAMMAD YUDIL KURNIAWAN. 2021. *Influence of Consumer Perception and Attitude on UD Fadillah Makmur Jaya Fishery Product Purchase Decision in Gowa Regency*. Thesis Department of Management Faculty of Economics and Business University of Muhammadiyah Makassar. Guided by Guide I Asdi and Guide II Syarthini Indrayani.

*This research aims to find out the influence of consumer perception and consumer attitudes towards the Purchasing Decision of UD Fadillah Makmur Jaya Fishery Products in Gowa Regency.*

*With the results of research showing that consumer perception negatively affects the decision to buy fishery products at UD Fadillah Makmur Jaya Gowa and consumer attitudes have a positive and significant influence on the purchase of fishery products at UD Fadillah Makmur Jaya Gowa.*

*The Simultaneous Hypothesis testing side shows that Consumer (X1) and Consumer Attitudes (X2) simultaneously influence Purchasing Decisions (Y). Partial hypothesis testing showed that the Consumer Perception variable (X1) had no significant effect on The Purchase Decision (Y) while the Consumer Attitude variable (X2) had a significant effect on the Purchase Decision (Y). The coefficient of determination (R<sup>2</sup>) that consumer perception and attitude to purchasing decisions is still weak due to other variables not evaluated in the study.*

**Keywords:** Consumer Perception, Consumer Attitudes and Purchasing Decisions.