

ABSTRACT

Wilyanto. 2025. *The Influence of Price on Purchasing Decisions for White Bread Products at PT Berdikari Makassar, Supervised by Asdi and M. Hidayat*

This study aims to determine the influence of price on purchasing decisions for white bread products at PT Berdikari Makassar. This study uses a quantitative method that describes the actual situation of the research object, by directly observing and studying consumers at PT Berdikari Makassar. This study aims to obtain data specifically related to consumer satisfaction at PT Berdikari Makassar. There are two research variables: the independent variable (X), namely price, and the dependent variable (Y), namely purchasing decisions.

The method used is a survey method through questionnaire distribution. The research sample consisted of 97 respondents, with random sampling technique. The data analysis methods used were instrument testing, simple linear regression, t-test, and coefficient of determination analysis using SPSS Version 23.

The results showed that the price variable fell into the good category with an average score of 4.01, with a score achievement rate of 80.20%. The purchasing decision variable fell into the good category with an average score of 2.24, with a score achievement rate of 84.80%. The statistical analysis using SPSS Version 23 showed that the calculated t was greater than the t table, or $6.995 > 2.195$. Therefore, the research hypothesis stating that there is a positive influence between price and purchasing decisions for white bread products was accepted.

Keywords: *Price and Purchasing Decisions for White Bread*

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