

ABSTRACT

Title : The Influence of Product Quality and Price on Buying Decision Toward Suara Merdeka Daily Newspaper.

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In this recent time, newspaper publishing experienced harder competitive intensity, which is signed by many new comers in term of newspaper publishing. These competitiveness make each of newspaper publishing corporation, include PT. Suara Merdeka Press, that is trying to influence its existed and potential customers for buying and using its services. Research object in this study was PT. Suara Merdeka Press.

Problem grounded in this research was the lowering selling volume and during 2006 and 2008, that is -7,61% and -9,35%. This lowering was influenced by several factors, they are product and price quality. Aim of this research was for knowing how deep product quality and price influenced on purchasing decision toward Suara Merdeka Daily Newspaper.

This research categorized within *explanatory research*, with sample amounted by 100 buyer in Semarang City with unlimited population. Sampling method in this research used *proportionate sampling*. Data gained then qualitatively and quantitatively analyzed through simple regression analysis and multiple analysis with SPSS for Windows version 16.0.

Results and hypothesis testing showed that product quality and price had significant influence toward purchasing decision with regression coefficient result $3.545+0.336X_1+0.133X_2$. Variable of product quality was more dominantly influence against decision compared by price variable. F testing gained F-stat by 60.997, this test was done on significance level 5%, therefore, all hypotheses proposed significantly received.

This research concluded that respondent in this research considered that Suara Merdeka's list price was not expensive and they also considered that its quality is very good. Advice for Suara Merdeka was to improve its product quality in order to make consumer will never turn to any other competitors.