

ABSTRACT

Fakhriyyah Salsabilirrokhmah, 2023. **The Influence of Price, Style on Consumer Purchase Decisions and Purchase Interest in UKM Sarung Tenun ATBM in Gresik Regency.** Supervisor I Dr. Henny Dwijayani, SE., M.Sc., Advisor II Dr. H. Muchtar, SE., M.Sc.

This study aims to analyze the partial effect of Price as X1 on Purchase Decision as Y, the partial effect of Pattern as X2 on Purchase Decision, the partial effect of Price on Purchase Intention as M, the partial effect of Pattern on Purchase Intention and the partial influence of Purchase Intention on Purchasing Decisions.

The type of research used is descriptive quantitative research. The sampling technique used was saturated sampling or census with a sample of 40 consumers of UKM Sarung Tenun ATBM. Researchers used descriptive statistical analysis, data quality test (validity test and reliability test), classic assumption test (normality test, multicollinearity test, heteroscedasticity test and autocorrelation test) and hypothesis testing (partial test, multiple linear regression test).

The results showed that the price variable has a positive and significant effect on consumer purchasing decisions. Pattern Variable has a positive and significant effect on Consumer Purchase Decisions. The price variable has a positive and significant effect on buying interest. Pattern variable has a positive and significant effect on Purchase Intention. Purchase Intention variable has a positive and significant effect on Consumer Purchase Decisions.

Keyword: Price, Style, Purchase Decision, Purchase Intention.