

## **ABSTRACT**

*This study aims to determine the effect of simultaneous and partial variables on product quality and prices on purchasing decisions on defective products of case studies at Factory Outlet Carpets in Sidoarjo. The population in this study were all consumers of the Factory Outlet Carpet which were unknown (infinite). The sample in this study amounted to 100 respondents. Data collection techniques in this study were using observation and questionnaires. This study uses multiple linear regression analysis.*

*The results showed that: (1) simultaneous product quality and price have a significant effect on purchasing decisions. (2). Partially product quality and price have a significant effect on purchasing decisions.*

*Keywords: Product Quality, Price, Purchase Decision.*