

## ABSTRAK

*This research aims to know the effect of service quality and prices on purchasing decisions in tradisional Bastiong market. The type of this research is quantitative research. The sample in this research were 60 respondents taken from consumers who had shopped in traditional Bastiong market more than twice. The sampling technique use quota sampling and snowball sampling. The data collection method using questionnaire. Data analysis uses multiple linear regression analysis. The results showed that service quality and prices simultaneously had a significant effect on purchasing decisions in tradisional Bastiong market. Partially, service quality has a significant, while price have no effect on purchasing decisions.*

**Keywords: Service quality, price, and purchasing decision**

