

ABSTRACT

UD Hasil is one of many small medium enterprise bicycle stores that open in Surabaya. UD Hasil offers many various products of bicycles, baby walkers, electric car toys for children which all imported from China.

The aim of this research is to analyze the effect of perceived risk, perceived quality and perceived value toward customer purchase decision at UD Hasil in Surabaya. The data is gathered from 100 respondents who all are the customers of UD Hasil and live in Surabaya.

Based on the result of the research, there is a simultaneously effect of perceived risk, perceived quality and perceived value toward customer purchase decision. Hypotheses two which is there is a significant impact of perceived risk toward customer purchase decision and hypotheses three which is there is a significant impact of perceived quality toward customer purchase decision are proven right, however, hypotheses four which is there is a significant impact of perceived value toward customer purchase decision is not proven right.

Keywords: perceived risk, perceived quality, perceived value, purchase decision, ud hasil