

ABSTRACT

This research was conducted in Sri Padang, Kec. Rambutan, Tebing Tinggi City, North Sumatra Province in May 2024. Tebing Tinggi City has a phenomenon, namely the spread of several brands of nut bread which creates several perceptions by consumers to make purchases, UD. Umega Roti Kacang Hj. Elya Lubis is one of the businesses that take part in fighting for market share in Tebing Tinggi City. This study aims to determine how the relationship between consumer perceptions and purchasing decisions for peanut bread at UD. Umega Roti Kacang Hj. Elya Lubis. The data analysis method used is using a Likert scale and Perason correlation. The results of the study using a Likert scale show that eight indicators including quality, service, location, price, product stability, habit, repurchase, and recommendation are categorized as agreeing or influencing purchasing decisions because they are on an agreed scale. The results of the correlation analysis are $0.008 < 0.05$, so there is a close and significant relationship between consumer perceptions and purchasing decisions.

Keywords: Consumer Perceptions, Purchasing Decisions