

ABSTRACT

The Influence Of of Price, Product Quality And Promotion On Purchasing Decision of Club brand Mineral Water in Jabodetabek area

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This study aims to determine whether the price, product quality and promotion affect purchasing decisions, especially on mineral Water Club products in the Greater Jakarta area. This study uses a quantitative approach by collecting primary data through the dissemination of statements in the questionnaire on google form. Because it is not known exactly the population of respondents. Therefore, the researchers determined the total sample based on the calculation of 25 indicators x 5. Namely found as many as 125 respondents who are consumers of mineral Water Club and domiciled in the Greater Jakarta area. Sample selection is done through purposive sampling, which is the selection of subjects tailored to specific research objectives. Will test the characteristics of respondents, descriptive startistic anaisis, multiple linear test, normality Test, t test and F test and hypothesis test.

Keywords: Price, Product Quality, Promotion, Club, Mineral Water