

ABSTRACT

The Influence of Promotion Quality, Product Quality, and Price on the Purchase Decision of Ultramilk UHT Milk

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The presence of Ultramilk milk lately cannot be denied, as one of the milk products that is increasingly popular with the public. One of the factors behind the popularity of Ultramilk Milk is its well-maintained quality. One of the sales media for Ultramilk UHT Milk can be obtained at . Unfortunately, sales of Ultramilk UHT milk are still unstable, both in quantity and in terms of sales scale. This study aims to analyze the effect of promotion quality, product quality, and price on purchasing decisions. This study uses a quantitative approach. Primary data were collected through questionnaires to 182 respondents who were consumers who came and bought Ultramilk UHT milk products. The analysis method used is multiple linear regression with the help of IBM SPSS 25 software. The results of the study are expected to explain the simultaneous and partial relationship between the three independent variables (Promotion Quality, Product Quality, and Price) on the dependent variable (Purchase Decision). The findings of this study contribute to the development of literature in the field of retail marketing, especially at Branch, and provide strategic recommendations for the management of Branch in developing promotional strategies and quality, product quality, and prices to encourage consumer purchasing decisions more effectively and competitively. The results of this study indicate that Promotion Quality, Product Quality, and Price influence Purchasing Decisions both partially and simultaneously.

Keywords: Promotion Quality, Product Quality, Price, Purchasing Decision, Branch.