

## ABSTRACT

### ***THE INFLUENCE OF PRODUCT QUALITY, PRICE, DISTRIBUTION, AND PROMOTION ON CONSUMER PURCHASING DECISIONS OF NAOMI FRESH FRUITS***

- 1) Yustika Rita Rahmani 2) Dr. Yohanes Totok Suyoto, SS., M,Si, CPMA
- 2) Students of Management Study Program, Universitas Pembangunan Jaya

*His research aims to examine the influence of product quality, price, distribution, and promotion on purchasing decisions at Naomi Fresh Fruits. The population in this study consists of all consumers of Naomi Fresh Fruits who have made purchases of imported and local fruit products at least frequently, while the sample used was 145 respondents. The sampling technique used was purposive sampling. The analytical tools used were descriptive analysis, validity test, reliability test, F test, t test, classical assumption test, and determination coefficient test using data processing software, namely SPSS version 26.*

*Based on the research results, it is known that the variables of product quality, price, distribution, and promotion have a positive and significant influence on purchasing decisions. The obtained R-squared value ( $R^2$ ) is 0.686, which means that the variables of product quality ( $X_1$ ), price ( $X_2$ ), distribution ( $X_3$ ), and promotion ( $X_4$ ) have an influence of 68.6%, while the remaining is influenced by other factors besides the independent variables in the regression.*

**Keywords:** *Product Quality, Price, Distribution, Promotion, Purchasing Decision.*