

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON PURCHASING DECISIONS AT KANGKUPI INDONESIA

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This study aims to examine the influence of Product Quality, Price, and Promotion on Purchase Decisions. This research utilizes a quantitative method with the research object being Kangkupi Indonesia consumers. The researcher uses purposive sampling to collect a sample of 152 participants. After collecting the samples, data analysis is conducted using SPSS software version 26. The data analysis in this study reveals that Product Quality has a significant influence on purchase decisions, Price does not have a significant influence on purchase decisions, and Promotion has a significant influence on purchase decisions.

Keyword : *Kangkupi, Product Quality, Price, Promotion, Purchasing Decisions*