

ABSTRACT

The Influence of Price, Promotion, Brand Image, and Product Quality on Purchasing Decisions.

(Case Study on Consumers of Domino's Pizza Products in Jabodetabek)

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This research analyzes the influence of price, promotion, brand image and product quality on purchasing decisions for the Domino's Pizza brand in Jabodetabek. This research uses quantitative methods, with the object of research being purchasing decisions at Domino's Pizza in Jabodetabek. In this research, the exact number of the population cannot be known, and using purposive sampling as a sampling method, the minimum number is 190 samples. The data was collected through questionnaires and multiple linear regression data analysis techniques with processing using SmartPLS software. The results of this research show that price has a significant effect on purchasing decisions, promotion has no significant effect on purchasing decisions, brand image has a significant effect on purchasing decisions, and product quality has a significant effect on purchasing decisions.

Keywords: *Price, Promotion, Brand Image, Product Quality, Purchasing Decisions.*