

Doris Roif Hisani , 12311068, **Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian Produk Telkomsel Di Gresik**, Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Gresik, Desember, 2018.

ABSTRAKSI

Penelitian ini bertujuan untuk melakukan pengujian pengaruh kualitas produk, harga, dan promosi terhadap keputusan pembelian. Jumlah sampel dalam penelitian ini 100 konsumen telkomsel Gresik. Analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian ini menyimpulkan bahwa hasil pengujian secara simultan kualitas produk, harga, dan promosi terhadap keputusan pembelian. Hasil pengujian secara parsial kualitas produk berpengaruh signifikan terhadap keputusan pembelian, harga berpengaruh signifikan terhadap keputusan pembelian, dan promosi berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: kualitas produk, harga, dan promosi, keputusan pembelian

*Doris Roif Hisani, 12311068, **Effect of Product Quality, Prices, and Promotions on Purchasing Decisions of Telkomsel Products in Gresik**, Management, Faculty of Economics and Business, Muhammadiyah Gresik University, Desember, 2018.*

ABSTRACTION

This study aims to examine the effect of product quality, price, and promotion on purchasing decisions. The number of samples in this study were 100 Telkomsel Gresik consumers. Analysis of the data used is multiple linear regression analysis.

The results of this study concluded that the results of simultaneous testing of product quality, price, and promotion of purchasing decisions. Partial test results of product quality have a significant effect on purchasing decisions, prices have a significant effect on purchasing decisions, and promotion has a significant effect on purchasing decisions.

Keywords: product quality, price, and promotion, purchasing decisions