

***THE EFFECT OF PRODUCT QUALITY, PRICE AND PROMOTION ON PURCHASE
DECISIONS ON THE BRAND
GODSPEED346 IN JEMBER DISTRICT***

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ABSTRACT

This study aims to determine the effect of product quality, price, and promotion on purchasing decisions of the Godspeed346 brand in Jember Regency. Data was collected through questionnaires given to respondents. This study uses purposive sampling technique, with a total of 40 respondents. The analysis method used in this study is multiple linear regression processed using SPSS Statistics 27 software. From these findings, the analysis obtained partially, Product quality (X1) has a positive but insignificant effect on purchasing decisions, while the price (X2) and promotion (X3) variables have a positive and significant effect. Among the three variables, price (X2) is the most dominant factor in influencing purchasing decisions of the Godspeed346 brand in Jember Regency.

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