

**THE EFFECT OF PRICE, PRODUCT QUALITY AND PROMOTION OF TERASI  
UD.MITA JAYA PURCHASING DECISIONS IN PUGER  
JEMBER REGENCY**

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**ABSTRACT**

*The purpose of this research is to know the effect of price, product quality and promotion of terasi UD.Mita Jaya purchasing decisions in Puger Jember Regency. Sampels taken by using sampling insidental technique as much as 40 respondents. Data analysis technique that used is a multiple linear regression analysis by using SPSS 21.0 program for Windows. The result of the research through regression test, the test indicates that variable has the significant impact for the purchaser decisions are the price and product quality. Besides, the variable is not significant for the purchaser decision is the promotion. The regression test indicates that price, product quality and promotion together has the impact for purchasing decisions. The variables that influence most dominant for the purchasing decisions is price variable.*

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