

***THE EFFECT OF PRICE, PRODUCT QUALITY AND PROMOTION
ON PURCHASE DECISION OF BARENBLISS
PRODUCTS IN JEMBER***

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ABSTRACT

This study applies a quantitative approach through a survey method as its data collection technique. The research data were obtained from distributing questionnaires to respondents who use Barenbliss skincare and make up products, and supported by observation and documentation activities. Data analysis was carried out by applying the multiple linear regression method assisted by SPSS V.27. These findings show that the variables of price (X1), product quality (X2) and promotion (X3) simultaneously have a significant impact on purchasing decisions (Y). Partially, the variables of price (X1) and product quality (X2) are proven to have a significant impact on purchasing decisions, and the promotion variable (X3) shows a significant influence in a negative direction. Among the three variables studied, price (X1) is the variable that has a dominant influence on purchasing decisions for Barenbliss products.

Keywords: *Price, Product Quality, Promotion, Purchase Decision*