

***THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION
ON CONSUMER PURCHASE DECISIONS OF MIE SEDAAP
PRODUCTS AT TOKO TOP JEMBER REGENCY***

Ulfi Khaila Putri

*International Marketing Management Study Program
Business Department*

ABSTRACT

This study aims to determine the influence of product quality, price, and promotion on consumer purchase decisions of Mie Sedaap products in Jember Regency. The research employed a quantitative method using multiple linear regression analysis. The results indicate that product quality and promotion do not have a significant effect on purchase decisions, with significance values of 0.709 and 0.227 (> 0.05), respectively. Meanwhile, price has a positive and significant effect on purchase decisions, with a significance value of 0.000 (< 0.05), and is the most dominant factor. This finding shows that affordable and appropriate pricing is the main consideration for consumers in making purchase decisions.

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