

**THE INFLUENCE OF PRICE, PROMOTION, AND PRODUCT
QUALITY ON PURCHASING DECISIONS AT TOMORO
COFFEE ON KALIMANTAN STREET
JEMBER REGENCY**

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ABSTRACT

This study was conducted using a quantitative approach with survey methods and data collection through Google Form. The data were obtained by distributing questionnaires to respondents who are consumers of Tomoro Coffee located on Kalimantan Street, Jember Regency. The data analysis technique used was multiple linear regression analysis with the assistance of SPSS Statistics 25 software. The result of the study indicates that partially, the variable of price (X1) and promotion (X2) have a significant positive effect on purchasing decisions, with a significance value of price (X1) of 0,002 and a coefficient value of 1.025, and a significance value promotion (X2) of 0,004 with a coefficient value of 0,638. However, the product quality variable (X3) has a significant negative effect on purchasing decisions, with a significance value of 0,001 and a coefficient value of -0,940. Meanwhile, based on the simultaneous test (F-test), it shows that the variables of price (X1), promotion (X2), and product quality (X3) simultaneously have a significant effect on purchasing decisions. Based on these findings, it can be concluded that the promotion variable (X2) has the most dominant influence on purchasing decisions compared to price (X1) and product quality (X3).

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