

**THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTIONS ON
THE PURCHASE DECISION
FOR ORTUSEIGHT RUNNING SHOES AT
HANS SPORT IN JEMBER REGENCY**

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ABSTRACT

This study aims to analyze the influence of product quality, price, and promotion on the purchase decision of Ortuseight brand running shoes at Hans Sport Store in Jember Regency. This study was motivated by the high level of competition in the athletic shoe industry, which necessitates companies' understanding of various factors that can influence consumer purchasing decisions. This study employs a quantitative method with an associative approach. The study population consists of all consumers who have ever purchased Ortuseight brand running shoes at Hans Sport in Jember Regency. The sampling technique uses purposive sampling with a sample size of 55 respondents. Data collection was conducted by distributing questionnaires to respondents. The data analysis techniques used include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2). The results indicate that, individually, product quality, price, and promotions have a significant influence on purchasing decisions. Furthermore, simultaneously, these three variables were also found to have a significant influence on purchasing decisions. These findings indicate that product quality, price, and promotion are important factors in influencing consumer purchasing decisions.

Keywords: price, product quality, purchasing decisions, promotions