

THE EFFECT OF SALES PROMOTION AND PRODUCT QUALITY ON
PURCHASE DECISIONS (CASE STUDY ON CONSUMERS POS KOPI ZIO
JOMBANG)

ABSTRACT

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This study aims to determine and explain the effect of Sales Promotion and Product Quality on purchasing decisions at Pos Kopi Zio Jombang. This study uses an explanatory research method using quantitative methods. The population in this study is the consumers of Pos Kopi Zio Jombang whose number is unknown with the research sample taken as many as 100 people. The sampling technique in this study used random sampling. Data analysis using multiple linear regression and hypothesis testing and the coefficient of determination with the help of SPSS. Based on the results of the study indicate that Sales Promotion has a positive and significant relationship to purchasing decisions at Pos Kopi Zio Jombang. And product quality has a positive and significant relationship with purchasing decisions at Pos Kopi Zio Jombang.

Keywords: Sales promotion, Product Quality, and Purchase Decision