

**EFFECT OF PRODUCT QUALITY AND PROMOTION
ON THE PURCHASE DECISION
(Study on Consumers of Wardah Cosmetic Products in Jombang)**

Delvi Krisdiyan Putri¹. Wenda Wahyu Chistiyanto²

STIE PGRI Dewantara Jombang

ABSTRACT

This study only measures the effect of product quality and promotion variables on purchasing decisions. The research uses an explanatory research method which is carried out through data collection in the field. The population is all cosmetic users in Jombang with a sample of 96 respondents. Data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on research, it shows that good product quality is able to encourage consumer purchasing decisions for Wardah cosmetic products in Jombang, meaning that the better the product quality, the higher the purchasing decisions for Wardah cosmetic products in Jombang and vice versa. Low prices and good promotions are able to encourage purchasing decisions for Wardah cosmetic products in Jombang, meaning that the better the promotion, the higher the purchasing decisions for Wardah cosmetic products in Jombang.

Keywords: promotion, Price Perception and Purchase Decision