

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Promosi, Kualitas Produk, Kualitas Pelayanan, Keputusan Pembelian Konsumen dan Kepuasan Konsumen toko Donat Madu Cihanjuang Cabang Jalan Lombok No 10 Bandung. Teknik analisis data yang digunakan dalam penelitian ini adalah teknik analisis jalur (*path analysis*), hasil analisis menunjukkan Promosi, Kualitas Produk dan Kualitas Pelayanan berpengaruh Simultan dan Parsial terhadap Keputusan Pembelian Konsumen dan memiliki dampak pada Kepuasan Konsumen toko Donat Madu Cihanjuang Cabang Jalan Lombok No 10 Bandung. Pada struktur I Kualitas Produk menjadi variabel yang berpengaruh dominan terhadap Keputusan Pembelian Konsumen, karena berdasarkan perhitungan *Standardized Coefficients beta* memiliki nilai tertinggi yaitu sebesar 0,356 dibanding variabel Promosi dan Kualitas Pelayanan. Sedangkan, pada struktural II Kualitas Produk menjadi variabel yang berpengaruh dominan terhadap Kepuasan Konsumen toko Donat Madu Cihanjuang Cabang Jalan Lombok No 10 Bandung, karena berdasarkan perhitungan *Standardized Coefficients beta* memiliki nilai tertinggi yaitu sebesar 0,398 dibanding variabel Promosi, kualitas Pelayanan dan Keputusan Pembelian.

*Kata kunci : Promosi, Kualitas Produk, Kualitas Pelayanan, Keputusan Pembelian Konsumen dan Kepuasan Konsumen*

***“THE INFLUENCE OF PROMOTION, PRODUCT QUALITY AND SERVICE QUALITY OF THE PURCHASING DECISIONS OF CONSUMERS AND IMPACTON CONSUMER SATISFACTION”***

*This research aims to find out about promotion, product quality, service quality, consumer purchase decision and consumer satisfaction in Donat Madu Cihanjuang at branch store Lombok No 10 Bandung. The analysis technique that is use in this research is path analysis technique, analysis result shows that promotion, product quality and service quality have influence Simultaneous and Partial to Consumer Purchase Decision and have impact on Consumer Satisfaction of Donat Madu Cihanjuang at branch btore Lombok No 10 Bandung. In Structure I product quality becomes the dominant influence variable to Consumer Purchase Decision, because based on Standardized Coefficients beta calculation has the highest value that is equal to 0,356 compared to variable of promotion and service quality. Meanwhile, the structural II, product quality also becomes the dominant variable to the consumer satisfaction of Donat Madu Cihanjuang at branch store Lombok No 10 Bandung, because based on the calculation of Standardized Coefficients beta has the highest value of 0.398 compared to Promotion variable, Service quality and Purchase Decision.*

***Keywords: Promotion, Product Quality, Service Quality, Consumer Purchasing Decision and Consumer Satisfaction***