

## **ABSTRACT**

This study aims to determine the effect of product diversity and promotion on consumer purchasing decisions both simultaneously and partially. This research uses descriptive and verification methods. Data analysis methods used are validity and reliability tests, multiple linear regression analysis, multiple correlation analysis and coefficient of determination analysis. Testing this hypothesis through the F test for simultaneous and t test for partial using the SPSS 23.0 program for Windows. The results showed that simultaneous diversity of products and prices had a positive and significant effect on purchasing decisions by 65.90%, partially the diversity of products on purchasing decisions was 13.50%, and promotion of purchasing decisions had an effect on 79.40%. Effect of product diversity and promotion on purchasing decisions