

## **ABSTRACT**

*This study aims to study the effect of quality and sales promotion on purchasing decisions (Bandung Distro customer survey) simultaneously or in part. The research method used is descriptive and verification methods with a total sample of 90 respondents. Test research instruments using validity and reliability tests. Data analysis methods used are multiple linear regression analysis, multiple circulation, and the coefficient of determination.*

*The results showed that there was a positive and significant effect between product quality and sales promotion on purchasing decisions. The magnitude of the effect of product quality and sales promotion on simultaneous purchasing decisions amounted to 63.3% and the remaining 36.7% other changes variables were not approved. Partially determines product quality on purchasing decisions by 35.0% and the effect of sales promotion on purchasing decisions by 28.3%, so that it can deactivate product quality that provides the greatest convenience to purchasing decisions.*

***Keywords: Product Quality, Sales Promotion and Purchasing Decisions***