

ABSTRACT

This research is based on a decrease in the number of sales of the Factory Outlet 06 Original Karawang in 2019 and a very slow sales growth. A decrease in the number of sales shows that the product quality, price and sales promotion of purchasing decisions are decreasing. The research method used is descriptive and verification methods with a total sample of 125 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and the coefficient of determination.

The results showed that there was a positive and significant influence between product quality, price and sales promotion on purchasing decisions. The amount of influence of product quality, price and sales promotion on purchasing decisions simultaneously is 59.0% and the remaining 41.0% is influenced by other variables not examined. Partially the magnitude of the effect of product quality on purchasing decisions is 18.3%, the effect of price on purchasing decisions is 14.0% and the effect of sales promotions on purchasing decisions is 26.7%, so it can be concluded that sales promotions have the greatest influence on decisions. purchase.

Keywords: Product Quality, Price, Sales Promotion and Purchase Decision

