

ABSTRACT

This study aims to determine the effect of product and promotion on purchases decision and its implications for corporate image (a survey of Nama coffee customers) simultaneously or partially. The research method used is the descriptive and verification method with a total sample of 86 respondents, the data analysis used is path analysis, coefficient of determination analysis and hypothesis testing.

The results show that in structure I there is a simultaneous influence of product and promotion on purchases decision by 66%. Partially, the effect of product on purchases decision is 38.6% and the influence of promotion on purchases decision is 26.8%. In structure II there is an influence of product, promotion, and purchases decision on simultaneous corporate image of 68,4%. Partially, the effect of product on corporate image is 15.4%, the influence of promotion on corporate image is 12,3%, the effect of purchases decision on corporate image is 40.6%.

Keywords: product, promotion, purchases decision, corporate image