

ABSTRACT

This study aims to determine how much influence product quality and promotion have on the purchasing decision process of Oasis bottled drinking water in 19 liter packaging simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 87 respondents. The research testing instrument uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing, and coefficient of determination. The results showed that there was a positive and significant influence between product quality and promotion on the purchasing decision process. The magnitude of the influence of product quality and promotion on the purchasing decision process simultaneously is 57.1% and the remaining 42.9% is the influence of other variables not examined. Partially the effect of product quality on the purchasing decision process is 31.3% and the effect of promotion on the purchasing decision process is 25.8%, so it can be said that the making of product quality has the greatest influence on the purchasing decision process.

Keywords: Product Quality, Promotion, Purchase Decision Process