

ABSTRACT

Explained research to analyze the effect of product quality, price and promotion on the purchase of limestone CV. Salsabila Group Gresik. Accidental sampling technique. sampling of 80 respondents. Explained the results of data t count the influence of product quality on purchasing decisions of 2,092 sig. amounted to, 040 <, 05. the price of the purchase decision has a tcount of 42,359 sig. amounting to .000 <.05. promotion of purchasing decisions has a tcount of 3,240 sig. amounting to 024 <0.05. The results of fcount are 862,416 sig. 000, <05. It was concluded that there was a partial and simultaneous influence

Keyword: *Product quality, price, promotion & purchasing decisions.*

ABSTRAK

Dijelaskan penelitian untuk menganalisa pengaruh kualitas produk, harga serta promosi terhadap keputusan pembelian batu kapur CV. Salsabila Group Gresik. Teknik pengambilan *sampel accidental*. sampling sebanyak 80 responden. Dijelaskan hasil data t_{hitung} pengaruh kualitas produk terhadap keputusan pembelian sebesar 2,092 sig. sebesar ,040 < ,05. harga terhadap keputusan pembelian memiliki t_{hitung} sebesar 42,359 sig. sebesar ,000 < ,05. promosi terhadap keputusan pembelian memiliki t_{hitung} sebesar 3,240 sig. sebesar ,024 < 0,05. Hasil f_{hitung} 862,416 sig. ,000 < ,05. Disimpulkan adanya pengaruh secara parsial serta simultan

Kata kunci: Kualitas produk, harga, promosi & keputusan pembelian.