

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh promosi, kualitas produk dan harga terhadap keputusan pembelian konsumen. Penelitian ini dilakukan pada konsumen You C Vitamin 1000 PT Arta Boga Cemerlang Surabaya Timur. Responden sebanyak 90 konsumen yang menggunakan metode accidental sampling. Pengambilan sampel menggunakan Kuesioner digunakan untuk pengumpulan data, dan teknik analisis data adalah analisis regresi linier berganda dengan menggunakan program SPSS. Berdasarkan hasil analisis diketahui bahwa promosi penjualan berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian, serta promosi, kualitas produk, dan harga berpengaruh signifikan terhadap keputusan pembelian pada PT Arta Boga Brilliant di Surabaya Timur.

**Kata kunci : Promosi, kualitas produk, harga, keputusan pembelian**

## **ABSTRACT**

*The purpose of this study was to determine the effect of promotion, product quality and price on consumer purchasing decisions. This research was conducted on consumers of You C Vitamin 1000 at PT Arta Boga Cemerlang, East Surabaya. Respondents were 90 consumers who used the accidental sampling method. Sampling using a questionnaire was used for data collection, and the data analysis technique was multiple linear regression analysis using the SPSS program. Based on the results of the analysis it is known that sales promotion has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, and price has a positive and significant effect on purchasing decisions, as well as promotion, product quality, and price have a significant effect on purchasing decisions at PT Arta Boga Brilliant in East Surabaya.*

**Keywords:** *Promotion, product quality, price, purchasing decisions*