

## **ABSTRACT**

*Explain that this research analyzes research related to the influence of product quality, price, and promotion on purchasing decisions for garnier men's cosmetics. The approach used is descriptive quantitative. The population used is all UD Susilo consumers. The sample used is 108 respondents. According to the results of partial statistical testing, the results of product quality, price and promotion proved to have an effect on purchasing decisions for cosmetics at UD Susilo Di Krian. Simultaneously there is an effect of product quality, price, and promotion on purchasing decisions of UD Susilo Di Krian Garnier Men's cosmetics.*

**Keyword :** *Product quality, Price, Promotion, Purchase Decision*

## **ABSTRAK**

Dijelaskan penelitian ini menganalisa riset terkait pengaruh kualitas prodak, harga, dan promosi terhadap keputusan pembelian kosmetik garnier men pada UD Susilo. Pendekatan yang digunakan ialah deskriptif kuantitatif. Populasi yang digunakan yakni seluruh konsumen UD Susilo. Sampel yang dipakai 108 responden. Sesuai hasil pengujian statistik secara parsial didapatkan hasil kualitas produk, harga dan promosi terbukti berpengaruh terhadap keputusan pembelian kosmetik pada UD Susilo Di Krian. Secara simultan terdapat pengaruh kualitas produk, harga, dan promosi terhadap keputusan pembelian kosmetik garnier men pada UD Susilo Di krian.

**Kata Kunci** : Kualitas Produk, Harga, Promosi, Keputusan Pembelian