ABSTRACT

Septian Faisal, "The Influence Of Produk Quality and Sales Promotion to Consumer Purchasing Decission on Linecoltd Clothing T-Shirt Products Bandung ". Under the guidance of Raeny Dwisanty, SE., M.Si

The high level of competition between clothing that is in the city of Bandung which offer a wide range of innovative products sharpened competition in the London clothing business in particular, the number of brands in the market also shows that competition in this industry is very tight. This fierce competition has a positive impact that each company is trying to create products as possible in order to win the competition and was chosen by the consumer. The company must prepare a strategy to compete with husus its competitors because it is a sales promotion strategy that is appropriate in attracting consumers. This study aims to determine the effect on quality of product purchase decisions.

This study comprised three variables, the research method used is descriptive method and Verifikatif. This study sampled 100 people from the population of 4600 people. The questionnaire used as the primary data collection, data analysis using multiple correlation with SPSS.

The results of hypothesis testing indicate that there is simultaneously a significant effect between the quality of the product (X1), and sales promotion (X2) on the purchase decision (Y). This could mean that the quality of the product (X1), and sales promotion (X2) influence on purchase decisions (Y). The magnitude of the effect of product quality and sales promotions influence buying decisions amounted to 81.5% and the rest is influenced another factor of 18.5%. The magnitude of the impact is partially known for 52.5% (product quality), 28.9% (sales promotion). The quality of the product (X1) and sales promotion (X2) has a very strong relationship with the purchasing decision (Y).
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Key words: Quality Products, Sales Promotions and Purchase Decisions