ABSTRACT

The research was conducted on the Home Business Industry Suhuf Kertaseni Nusantara Bandung. The purpose of this study was to determine the influence of Product Quality and Sales Promotion Consumer Buying Decision Against Home Business Industry On Suhuf Kertaseni Nusantara Bandung. either partially or simultaneously. The research method used is descriptive method Verifikatif.

The population used in this research that is the number of consumers who shop its products directly on Suhuf Kertaseni as many as 30 people per month. Sample selection is done by using the method of saturated samples (census) that is equal to the population of 30 respondents. Statistical method used is multiple linear regression analysis and correlation using SPSS 18.0 For Windows.

The results of this study indicate that there is simultaneously a significant influence between product quality and sales promotions on consumer purchasing decisions in the Home Business Industry Suhuf Kertaseni Nusantara Bandung. And partially contained significant influence between product quality with consumer purchasing decisions and partially contained significant effect of sales promotions with consumer purchasing decisions in the Home Industry Suhuf Kertaseni Nusantara Bandung.

Keywords: Quality Products, Sales Promotion, Consumer Purchase Decisions