

ABSTRACT

The background of this research by the Knitting Bags Products marketed worldwide to be able to get to Europe and the Americas and is able to compete with other bags. In this study, the researchers tested whether perceived Quality, Price and Promotion Perceptions and Purchase Decision Knitting Bag Brand Dowa.

The sample in this study is the people of Yogyakarta with a sample of 100 respondents. This study uses purposive sampling techniques and data collected through questionnaire method has been tested for validity and reliability. Once collected, the data is processed using SPSS with multiple linear regression analysis.

The results showed: (1) Quality Perception positive and significant effect on purchasing decisions Knitting Bag Brand Dowa. (2) Perception Prices positive and significant effect on purchasing decisions Knitting Bag Brand Dowa. and (3) Promotion of positive and significant influence on purchasing decisions Knitting Bag Brand Dowa.

Keywords: perceived quality, price perception, and Promotion of the Purchase Decision Knitting Bag Brand Dowa