

ABSTRACT

This thesis aims to analyze the influence of Product Quality, Price Perception, Promotion and Distribution to Purchase Decision. Subject used in this research is Mobile with Apple brand. In this study using a sample of 110 samples obtained from respondents who have and have been involved in purchasing Apple Mobile by using purposive sampling. The analysis tool used is SPSS statistics.

Based on the results of the analysis that has been done, it is found that Product Quality, Promotion and Distribution have positive and significant influence to purchase decision, whereas Price Perception have no positive or negative effect and not significant to Purchase Decision.

Keywords: Product Quality, Price Perception, Promotion, Distribution and Purchase Decision