

ABSTRAK

This research aims to examine and explain the influence of product quality, price and promotion on purchasing decisions Bakso Idola in Klaten. The sample in this study is that consumers Bakso Idola in Klaten by distributing questionnaires of 100 respondents. Sampling using non-probability sampling with purposive sampling type. The analytical method used is multiple regression analysis and using validity, reliability test, t test, F test, classic assumption test and koefisien terminated. The results of this study indicate, first, that the quality of products, prices and promotions simultaneously significant effect on purchasing decisions with a significance of $0.003 < 0.005$. Second, the quality of the products have a negative impact and no significant regression koefisien evidenced by the value of the product quality is - 0.155, regression coefficient value of the price is 0.176 and coefficient regression of sale is 0.248. Analysis of the coefficient of determination shows the number of 0,106 equal to 10,6 %, which means the quality product, price and promotion only affect purchase decisions by 10,6 %, while the remaining 89,4 % likely influenced by other factors not examined in this study.

Key Words : quality product, price and promotion.