

ABSTRACT

This study aims to analyze the effect of product quality, price perceptions, promotions, brand image and halal label on purchasing decisions. Setting in this research is tea drink in pack of S-tee brand which produced by PT. Sinar Sosro. This research is a type of quantitative research, where the type of data used is primary data. Data collection techniques in this study by questionnaire method. The sample of this study is consumers who have aged over 15 years and have made purchases of tea drinks in packaging S-tee brand in Yogyakarta in the last 2 months. The number of sample samples in this study were as many as 114 respondents.

The sampling technique used is non probability sampling, with purposive sampling method. In testing the instrument in this study using the validity test, test reliability classical assumption test (normality test, multicollinearity test, heteroskedastisitas test and autocorrelation test), while the analysis in this study using multiple linear regression analysis.

The results showed that product quality of price perception, brand image and halal label have positive and significant influence on purchasing decision and promotion have negative and significant effect to purchasing decision.

Keywords: product quality, price perception, promotion, brand image, halal label and purchase decision