ABSTRAK

Perumusan masalah dalam penelitian ini adalah bagaimana pengaruh *Analisis Pengaruh Kualitas produk, pelayanan dan promosi terhadap keputusan pembelian (Studi Kasus Pada Tape Super Madu)*. Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh *Kualitas Produk Kualitas Pelayanan dan promosi Terhadap keputusan pembelian (Studi Kasus Pada Tape Super Madu Di Jember)* Populasi dalam penelitian ini adalah seluruh Konsumen Tape Super Madu. 100 orang responden. Teknik pengambilan sampel menggunakan populasi *purposive sampling*. Teknik pengumpulan data menggunakan wawancara, kuesioner dan studi pustaka. Analisis yang digunakan meliputi uji instrumen penelitian (uji validitas dan uji reliabilitas), analisis regresi linier berganda, uji asumsi klasik (uji multikolinearitas, uji heteroskedastisitas dan uji normalitas) dan uji hipotesis (uji t, dan koefisien determinasi). Hasil analisis menggunakan regresi dapat diketahui bahwa variabel *Kualitas Produk, Kualitas Pelayanan ,dan Promosi* berpengaruh signifikan terhadap Keputusan Pembelian di Tape Super Madu Jember

Kata Kunci :Kualitas Produk, *Kualitas Pelayanan* dan Promosi terhadap Keputusan Pembelian.

ABSTRACT

The formulation of the problem in this research is how influence Influence Quality of product quality, service and promotion to purchasing decision (Case Study At Tape Super Honey). The purpose of this research is to know and analyze the influence of Product Quality of Service Quality and Promotion To purchasing decision (Case Study In Tape Super Madu In Jember) Population in this research is all Consumer Tape Super Honey. 100 respondents. The sampling technique used purposive sampling population. Data collection techniques used interviews, questionnaires and literature study. The analysis used included the test of the research instrument (test of validity and reliability test), multiple linear regression analysis, classical assumption test (multicolinearity test, heteroscedasticity test and normality test) and hypothesis test (t test, and coefficient of determination). The results of analysis using regression can be seen that the variable Product Quality, Service Quality, and Promotion significantly influence the Decision Purchase in Tape Super Madu Jember

Keywords: Product Quality, Service Quality and Promotion of Purchase Decision