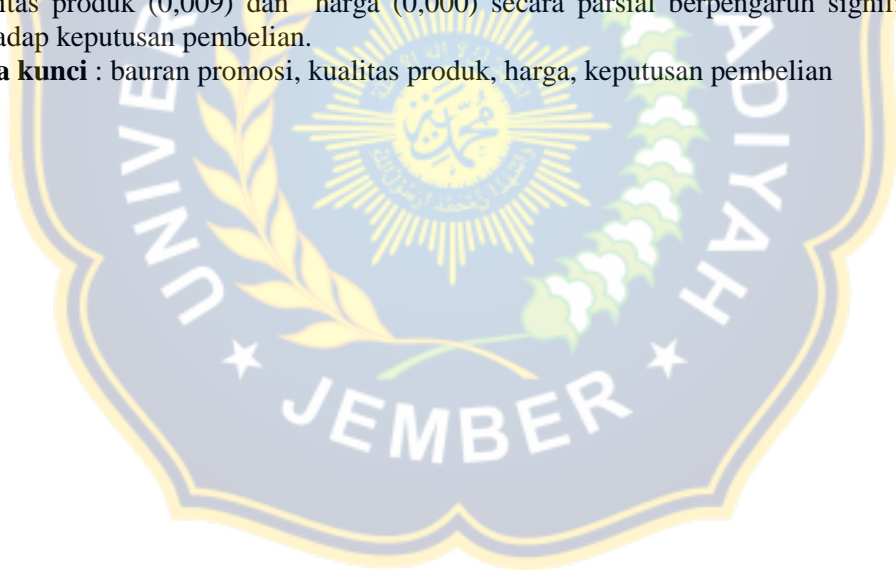# ABSTRAK

Tujuan dalam penelitian ini adalah untuk mengetahui pengaruh signifikan bauran promosi, kualitas produk dan harga terhadap keputusan pembelian tas pada toko Elizabeth Jember secara parsial dan simultan. Objek penelitian ini dilakukan di toko Elizabeth Jember yang berlokasi di Jl. Jendral Ahmad Yani VI No.49, Sawahan Cantian, Kepatihan, Kecamatan Kaliwates, Kabupaten Jember, Jawa Timur 6813. Penelitian ini menggunakan metode *non probability Sampling*. Sampel yang digunakan dalam penelitian ini sebanyak 75 responden dan teknik pengumpulan data melalui wawancara, kuesioner dan studi pustaka. Analisis yang digunakan yaitu analisis kuantitatif (uji validitas dan uji reabilitas), analisis regresi linear berganda, uji asumsi klasik (uji heterokedastisitas, uji multikolineritas, uji normalitas, pengujian hipotesis (uji F dan uji T), serta analisis koefisien determasi (R^2). Hasil uji regresi linear berganda diketahui bahwa variabel bauran promosi (0,228), kualitas produk (0.228), harga (0.513) yang berarti semua variabel berpengaruh positif terhadap keputusan pembelian. Berdasarka hasil uji F dengan nilai signifikan (0,000) bahwa semua variabel berpengaruh signifikan dan secara simultan terhadap keputusan pembelian. Pada hasil uju T menghasilkan bauran promosi (0,006), kualitas produk (0,009) dan harga (0,000) secara parsial berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci : bauran promosi, kualitas produk, harga, keputusan pembelian

ABSTRACK

The purpose of this study was to determine the significant influence of the promotional mix, product quality and price on the purchase decision of the bag at the Elizabeth Jember store partially and simultaneous. The object of this research was conducted at Elizabeth Jember's store located at Jl. Jendral Ahmad Yani VI No.49, Sawahan Cantian, Kepatihan, kaliwates sub-district, Jember district, east java 6813. This research uses the method non probability Sampling. The samples used in this study were 75 respondents and data collection techniques through interviews, questionnaires and library studies. The analysis used is quantitative analysis (validity test and reusability test), multiple linear regression analysis, classical assumption test (heterokedastisity test, multicholinergic test, normality test, autocorrelation test) hypothesis testing (test F and T test), as well as analysis coefficient of detheration (R^2). Multiple linear regression test results are known that the promotion mix variables (0228), product quality (0228), Price (0513) meaning all variables positively affect the purchasing decision. Berdasarka test results F with a significant value (0.000) that all the variables have significant effect and simultan against purchasing decisions. In the results of Uju T produce a promotional mix (0.006), product quality (0.009) and the price (0.000) partially influential significantly on purchasing decisions.

***Keywords**: Promotion mix, product quality, price, purchase decision*