

ABSTRACT

Business competition for Al-Quran products in Indonesia has recently increased in line with the growth of Al-Quran brands in Indonesia. Companies need to develop new marketing strategies to hold and gain a larger market share. The purpose of this study was to determine the impact of product quality, free delivery service and price on purchasing decisions for Al-Quran Al-Qori PT. Kelindo Wiro Sableng in the city of Bogor.

The population in this study are consumers who purchased Al-Quran Al Qori products in Bogor City, with a fixed sample of 115 individuals selected through targeted sampling through a questionnaire. The data were obtained by distributing questionnaires and then processed using the SPSS 22 program.

The results of this study show that product quality has a significant and positive impact on purchasing decisions, free shipping services have a positive and significant impact on purchasing decisions, and price has a positive and significant impact on purchasing decisions. The results of the F-test received a significance value of less than 0.05, so it can be concluded that the resulting regression model is suitable, i.e. the regression model is significant and useful. These results also mean that product quality, free delivery service, and price can be used to predict purchasing decisions.

Keywords : product quality, free shipping, price, purchase decision