

ABSTRACT

This research aims to analyze the influence of price perception, product quality, and promotion on purchasing decisions for Avoskin products. The variables used in this research are price perception, product quality, and promotion as the independent variables and purchase decision as the dependent variable. The population in this study was 110 samples of Avoskin's consumers with purposive sampling as the sampling technique. Primary data was obtained through a questionnaire. The data in this research were analyzed using multiple linear regression analysis techniques with the help of the SPSS for Windows 25 verse application.

The result of the analysis shows that price perception (X1) has a positive and significant effect on purchasing decisions, product quality (X2) has a positive and significant effect on purchasing decisions, and promotion (X3) has a positive and significant effect on purchasing decisions.

Keywords: *price perception, product quality, promotion, purchase decision*