

ABSTRACT

Sales of gold at the Sedyamulya gold shop in 2019 experienced a decrease in sales, which meant that consumers did not make decisions at the Sedyamulya gold shop. This study aims to determine the effect of product quality, promotion, and service quality on purchasing decisions for consumers at Sedyamulya Gold Shop. The population in this study are consumers who make purchases at the Sedyamulya gold shop in Karangawen, Central Java. The total population in this study is a number of 100 consumers. The sample used was 50 samples through the probability sampling method with random sampling. The analytical method used is multiple regression analysis using the SPSS application. The results of the study prove that product quality has a positive and significant effect on purchasing decisions. Promotion has a positive and significant effect on purchasing decisions. Service quality has a positive and significant effect on purchasing decisions.

Keywords: *product quality, promotion, service quality, purchase decision.*

