

## **ABSTRACT**

*This study aims to analyze the factors that affect consumers, especially consumers of Diponegoro University students in making decisions to buy Dettol brand liquid bath soap. The independent variables used are the perception of price ( $X_1$ ), sales promotion ( $X_2$ ), and consumer trust ( $X_3$ ). The dependent variable is the Purchase Decision ( $Y$ ).*

*The sample used in this study amounted to 100 respondents who used the accidental sampling technique in taking it. The questionnaire was tested using semantic test analysis techniques and statistical tests. Index numbers and multiple linear regression analysis as data processing by meeting the classical assumption criteria and  $R^2$  test, F test and t test.*

*The multiple linear regression equation in this study yields,  $Y = 0.195 X_1 - 0.004 X_2 + 0.621 X_3$ . The variable of consumer trust is the independent variable that most influences on the purchasing decision variable as the dependent variable (0.621). The independent variable can only explain the dependent variable of 53% as seen from the results of the  $R^2$  test. The results of the F test indicate that the model offered is feasible or fit. Price perception and consumer trust have a positive and significant effect on purchasing decisions, while sales promotions have a negative but not significant effect based on t test results.*

*Keywords: price perception, sales promotion, consumer trust, purchasing decision.*