

ABSTRACT

Along with the growth and development of the furniture business in Indonesia which has increased very rapidly. The number of company that offer furniture product are increasing. Particularly at “Gading Makmur” company that wood based processed wood products. Increasing competition between furniture company to sell their products , causing Gading Makmur Company’s sales decline. Gading Makmur should be able to use the best marketing strategies to stay afloat.

This study uses five variables: perceive quality, country of origin, promotion, and purchasing decisions. This research hypothesis testing using the data of 34 respondents. The analysis technique used in this research is to use a software program Statistical Package for Social Science (SPSS) 23.

The result of this study indicate that variable perceive quality, country of origin, and promotion are positively affect to purchase decision.

Keywords: *perceive quality, country of origin, promotion, and purchase decision*