

ABSTRACT

The purpose of this study was to determine the effect of product's quality, service quality, and promotion to the purchase decision of 123 Design and Photography products, and to analyze which factor has the biggest influence to the purchase decision of 123 Design and Photography products.

The population of this study were customers of 123 Design and Photography, 92 responder was selected using *purpose sampling* technique. The *purpose sampling* is a technique to select sample only from responder who has using and buying product from 123 Design and Photography. The purpose of using *purpose sampling* technique is to make sure that the selected responder really know and familiar with 123 Design and Photography product, service, and promotion.

Base on the result study, obtained the following equation of regression :

$Y = 0,015 X_1 + 0,220 X_2 + 0,362 X_3 + e$. Base on statistical analysis, indicator at this research have the character of valid and its variable have the character of reliable. On the classic assumption examining the free multicollinearity-regression model, it might not done heteroscedisty and normally distributed. Regression results indicate that the variable of Promotion has positive and significant influence on purchase decisions with coefficient of 0,362, followed by variable service quality with coefficient of 0,220. While the variable product quality with coefficient of 0,015 showing that this variable doesn't have significant influence on purchase decisions. 123 Design and Photography photo studio must keep and maintain all the good factor they have, and they also require to improve them self to be better for them self and for the customers.

Key Word: Product quality, service quality, promotion, decision of purchase.