

## **ABSTRACT**

*This research aims to analyze the influence of price perceptions, promotion intensity, and service quality on purchase decisions at Optik Famili.*

*The sampling method used on this research is non-probability sampling with purposive sampling technique. Samples were collected from 100 respondents who have purchased a product at least once at Optik Famili. Analysis method used here is multiple regression analysis which includes validity test, reliability test, classic assumption test, multiple linear regression test, t-test, f-test, determination test, and t test.*

*The result showed that all independent variables: price perceptions, promotion intensity, and service quality has positive and significant influence towards on purchase decisions at Optik Famili.*

**Keywords :** *Price perceptions, promotion intensity, service quality, purchase decision*