

ABSTRACT

This study aims to determine the effect of brand image, promotion, and product quality on purchasing decisions for Trilac drugs produced by PT. Etercon Pharma (For Trilac Drug Consumers at Sari Husada Pharmacy, Demak Regency).

The number of samples used was 100 respondents who were taken using purposive sampling technique. The data used is primary data, and was obtained through distributing questionnaires. Data analysis techniques using correlation analysis and multiple linear regression.

The research results obtained are (1) brand image has a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. (2) Promotion has a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. (3) product quality has a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. (4) Brand Image, promotion, and product quality together have a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. The coefficient of determination obtained a value of 0.646, meaning that the brand image, promotion, and product quality variables can explain the variation in purchasing decision variables by 64.6%

Keywords: brand image, promotion, product quality, and purchasing decisions.