The Influence Of Product Quality, Price Perceptions, And Sales Promotions On Purchasing Decisions
Case study at the *House of* Donatello in Bogor

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ABSTRACT

This study aims to: (1) To determine the effect of Product Quality on Purchasing Decisions, (2) To determine the effect of Perceived Price on Purchasing Decisions, (3) To determine the effect of Sales Promotion on Purchasing Decisions, (4) To determine the effect of Product Quality, Price Perceptions, and Sales Promotion on Purchasing Decisions. The number of samples is 386 respondents using the Slovin formula. The data analysis method used is multiple linear regression analysis to determine the effect of Product Quality, Perceived Price and Sales Promotion on Purchasing Decisions in case studies of House of Donatello at Bogor. Data testing is done by using Statistical Package for the Social Scientist (SPSS) Software. Based on the test, the following data are obtained: (1) There is an effect of Product Quality on Purchasing Decisions (2) There is an effect of Perceived Price on Purchase Decisions (3) There is an influence of Sales Promotion on Purchase Decisions (4) There is an influence between Product Quality, Perceived Price, and Sales Promotion on Purchasing Decisions.

Keywords: Product Quality, Price Perception, Sales Promotion, Purchase Decision

INTRODUCTION

Fashion is everything that humans wear on their bodies, both for objective protect or beautify appearance. Human life can never be separated from *fashion* especially shoes and bags. Footwear plays a very important role in protection feet, such as shoes or sandals. Then, bags not only function as containers for carrying goods and equipment now Bags also function as appearance support, this depends on the situation and conditions. Between Lots product *fashion,* quality of footwear or sandals and shoes artificial West Java is the most recognized. Bandung is a city creative industry who is able to create. various local *brands,* incl Donatello.

Initially, *brands* This is only produce leather shoes. However, along with public trust For Donatello they started releasing other collections in the form of sandals and bags. Leather is still maintained as the main raw material. To maintain quality, leather ones used using local skin that can be selected directly. With using materials leather, elegance of design products too stay awake.

Product quality, price, and promotion are important elements what you should look for every company if you wish the product can compete in market to meet needs consumer. OIeh therefore, Donatello uses skin as material the product to produce quality product with an affordable price. Donatello also held *discounts* as one of the the promotions they do to attract attention consumer. Based on description above, quality products, prices and promotions own attraction for researchers to be able to know decision purchase of Donatello products.

According to Wibowo and Supriadi (2013) consumer behavior is behavior that shown by consumers in searching for, exchanging, using, appraising, arranging goods or services deemed capable of satisfying their needs. Whereas Nugroho (2003) defines consumer

behavior as actions directly involved in getting, consuming, and spending product or service, including the decision process that precedes and following this action. From the explanation the so writer can conclude that behavior consumer is knowledge about individual or group about how they choose and use product or service.

According to Tjiptono (2008) product quality is an assessment consumers regarding a product's advantages or features. Quality from a consumer's point of view is something that matters There is a separate scope and different internal qualities the manufacturer's point of view when marketing a product that has been famous for its quality. Product quality is the main thing that must be done every company pays attention if expect that product resulting in being able to compete in the market. Consumers always want get quality products. If this can be fulfilled by the company, then the company can satisfy its customers consumers and can increase the number of consumers. That matter is the same as explained by Kotler and Armstrong (2012) that if A company continues to strive to improve its quality product, then the company will be able to satisfy customers consumers and can increase the number of consumers.

According to Cockril and Goode (2010) stated that perception price is factor psychological from various aspect that has important influence in reaction consumer to price. That's why perception price become reason Why somebody make decision to buy. Kotler and Armstrong (2012), understanding price is the amount of money charged on something product or service or the amount of exchanged value consumer on benefits Because own or use product or service the. According to Grewal and Levy (2008) stated that *Sales Promotion* (Promotion Sales) is as a bonus or special compensation or interesting programs aims to encourage and improve desire consumers to do purchase products and services certain. According to Kotler and Keller (2009) stated that promotion sales (sales promotion) is various type tool or bonuses, which are partial big has a time limit specific, which is planned to increase purchase to something product or service certain to be sold with quickly and the number of purchases by consumers or traders.

According to Tjiptono (2015) defines purchasing decisions consumer is a process where consumers recognize the problem, looking for information about a particular product or brand. According to Kotler and Armstorng (2008), there are two factors that can is in between intention purchases and decisions purchase. Factor First is other people's attitudes and the second factor is factor situational. Hence, preferences and intentions purchases don't always pay off actual purchase.

Apart from that, there are also goals from this research is to know How influence Quality Product, Price Perception and Promotion Sale with partial and simultaneous path on Purchasing Decisions Donatello Products.

Hypothesis

H_1 : Product quality (X_1) has a positive effect to the decision purchase (Y) on Donatello Products.

H_2 : Perception of price (X_2) has a positive effect on purchasing decisions (Y) on Donatello Products.

H_3 : Promotion sales (X_3) have a positive effect to the decision purchase (Y) on Donatello Products.

H_4 : Product quality (X_1), Perception price (X_2) and Promotion Sales (X_3) have an effect positive t on purchasing decisions (Y) on Donatello Products.

METHOD

Type this research is quantitative, according to Sugiyono (2015) quantitative data is data in the form of numbers, or calculated quantitative data *(scoring)*. So quantitative data is data that has Trends can be analyzed using statistical methods or techniques. In this research analysis its population is consumer Donatello products in Bogor. Sugiyono (2009) defines population is the area of generalization that consists above : object / subject that has qualities and characteristics specified by the researcher to be studied and then withdrawn conclusion. Population used in this research is consumer Donatello products

in Bogor City with seen from *Instagram followers* @ donatello.tajur and @ donatello.bogor. If the population in study is known the amount definitely then sample size calculation can using the Slovin formula. In matter level error, on research social maximum level the mistake is 5% (0.05). In this research size population amounting to 10,747, this number is known of the total *Instagram followers* @ donatello.tajur as many as 3,599 *followers* and @donatello.bogor as many as 7,148 *followers.* Then the number of sizes sample in this research as following :

$$n = \frac{10.747}{(1 + 10.747 \times 0,05 \times 0,05)} = 386$$

Based on results calculation the writer determine sample in study were 386 respondents.

RESULTS AND DISCUSSION
Descriptive Study

The total respondents of this research is 386 respondents man that is as many as 152 respondents with percentage 39.4%, meanwhile respondents Woman that is as many as 234 respondents with percentage 60.6%. Respondens' with age 17-20 years as many as 31 respondents with percentage 8.0%, aged 21-25 years as many as 180 respondents with percentage 46.6%, aged 26-30 years as many as 115 respondents with percentage 29.8%, and age >31 years there is as many as 60 respondents with percentage 15.0%.

Based on work as Civil Servants (PNS) were 14 respondents with percentage 3.6%, based on work as Employee Private as many as 91 respondents with percentage 23.6%, based on work as Self-employed as many as 38 respondents with percentage 9.8%, based on work as Laborer as many as 2 respondents with percentage 0.5%, based on work as Student / Students as many as 132 respondents with percentage 34.2%, based on housewife job Ladder as many as 58 respondents with percentage 15.0%, and based on work other as many as 51 respondents with percentage 13.2%.

Based on income <Rp. 3,000,000 as many as 204 respondents with percentage 52.8%, based on income Rp. 3,000,000 to Rp. 6,000,000 as many as 146 respondents with percentage 37.8%, and based on income >Rp. 6,000,000 for 36 respondents with percentage 9.3%.

The Results of Data Analysis

To see level the validity of all items of the questionnaire statement that the author arrange it, get it seen in the table below this:

Table 4.10 Validity Test Quality Product

No Question	*r-product moment* count	*r-product moment* table (n= 114 ; α=5%)	Significant	Conclusion
1.	0.789	0.182	0,000	Valid
2.	0.630	0.182	0,000	Valid
3.	0.762	0.182	0,000	Valid
4.	0.784	0.182	0,000	Valid
5.	0.790	0.182	0,000	Valid
6.	0.755	0.182	0,000	Valid
7.	0.766	0.182	0,000	Valid
8.	0.801	0.182	0,000	Valid

Source : SPSS Primary Data (2023)

Based on Table 4.10 validity test results Quality Product (X1) is obtained mark *r-product moment* count statement 1 is 0.789, statement 2 is 0.630, statement 3 is 0.762, statement 4 is 0.784, statement 5 is 0.790, statement 6 is 0.755, statement 7 is 0.766, and statement 8 is 0.801. Results of *r-product moment* count on showing greater results from mark *r-product moment* table (n = 114, α= 5%) is 0.182 and value significance below 5% (0.05) so the conclusion is a validity test Quality Product have valid and acceptable values used for research furthermore.

Table 4.11 Validity Test Price Perception

No Question	*r-product moment* count	*r-product moment* table (n= 114 ; α=5%)	Significant	Conclusion
1.	0.721	0.182	0,000	Valid
2.	0.459	0.182	0,000	Valid
3.	0.480	0.182	0,000	Valid
4.	0.711	0.182	0,000	Valid

Source : SPSS Primary Data (2023)

Based on Table 4.11 validity test results Price Perception (X2) is obtained mark *r-product moment* count statement 1 is 0.721, statement 2 is 0.459, statement 3 is 0.480, and statement 4 is 0.711 Results of *r-product moment* count on showing greater results from The r-product moment table value (n = 114, α= 5%) is 0.182 and the value significance below 5% (0.05) so the conclusion is a validity test Price Perception has valid and acceptable values used for research furthermore.

Table 4.12 Validity Test Promotion Sale

No Question	*r-product moment* count	*r-product moment* table (n= 114 ; α=5%)	Significant	Conclusion
1.	0.761	0.182	0,000	Valid
2.	0.702	0.182	0,000	Valid
3.	0.683	0.182	0,000	Valid
4.	0.778	0.182	0,000	Valid

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on Table 4.12 validity test results Promotion Sales (X3) are obtained mark *r-product moment* count statement 1 is 0.761, statement 2 is 0.702, statement 3 is 0.683, and statement 4 is 0.778. Results of r-product moment calculation on showing greater results from mark *r-product moments* table (n = 114, α= 5%) namely 0.182 and value significance below 5% (0.05) so the conclusion is a validity test Promotion have valid and acceptable values used for research furthermore.

Table 4.13 Validity Test of Purchasing Decisions

No Question	*r-product moment* count	*r-product moment* table (n= 114 ; α=5%)	Significant	Conclusion
1.	0.763	0.182	0,000	Valid
2.	0.765	0.182	0,000	Valid
3.	0.799	0.182	0,000	Valid
4.	0.825	0.182	0,000	Valid

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on Table 4.13 results of the Purchasing Decision validity test (Y) were obtained mark *r-product moment* count statement 1 is 0.763, statement 2 is 0.765, statement 3 is 0.799, and statement 4 is 0.825. Results of r-product moment calculation on showing greater results from The r-product moment table value (n = 114, α= 5%) is 0.182 and the value significance below 5% (0.05) so the conclusion is a test of the validity of Purchasing Decisions have valid and acceptable values used for research furthermore.

Reliability Test use to know consistency questionnaire and what instrument was used can trusted or appropriate as tool measuring variable, if mark *cronbach alpha* (α) a variable > 0.60 then indicators used as variable can said reliable. Meanwhile, if mark *cronbach alpha* (α) a variable < 0.60 then indicators used by variables it is not reliable. Test result statistics on reliability tests can seen in the table the following :

Table 4.14 Reliability Test Quality Product

Cronbach's Alpha	N of Items
,896	8

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on results Table 4.14 Cronbach alpha values for variables Quality Product that is of 0.896 and the Cronbach alpha value is greater of 0.6, then variable Quality Product can said reliable.

Table 4.15 Reliability Test Price Perception

Cronbach's Alpha	N of Items
,791	4

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on results Table 4.15 Cronbach alpha values for variables Price Perception ie of 0.791 and the Cronbach alpha value is greater of 0.6, then variable Price Perception can said reliable

Table 4.16 Reliability Test Promotion Sale

Cronbach's Alpha	N of Items
. 711	4

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on results Table 4.16 Cronbach alpha values for variables Promotion Sale that is of 0.711 and the Cronbach alpha value is greater of 0.6, then variable Promotion Sale can said reliable.

Table 4.17 Reliability Test of Purchasing Decisions

Cronbach's Alpha	N of Items
,797	4

Source : SPSS Primary Data (2023)

Based on results Table 4.17 Cronbach alpha value for the Purchase Decision variable that is of 0.797 and the Cronbach alpha value is greater of 0.6, then Purchase Decision variables can said reliable.

A good regression model test contains residual values that are normally distributed. As a result, the normality test is not only carried out on each variable but also on the residual value, so this research carries out the Kolmogorov Smirnov test, which is a test of the difference between data tested for normality and standard normal data. Provided that the significance level value is > 0.05 = normal, and if the significance level value is < 0.05 = not normal.

Table 4.18 Data Normality Test
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			386
Normal Parameters [a, b]	Mean		.0000000
	Std. Deviation		2.25015243
Most Extreme Differences	Absolute		,060
	Positive		,055
	negative		-.060
Statistical Tests			,060
Asymp. Sig. (2-tailed)			,002 [c]
Monte Carlo Sig. (2-tailed)	Sig.		.119 [d]
	95% Confidence Interval	Lower Bound	,087
		Upper Bound	,151

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 386 sampled tables with starting seed 2000000.

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on table 4.18 above, is known that mark *Asymp. Sig* (2-tailed) of 0.002 (<0.05) means the data is not distributed normally, because The *P-Value* obtained is smaller from 0.05. *Monte Carlo Sig* Values. (2-tailed) of 0.119 (>0.05) indicates distribution data normally, because mark The *P-Value* obtained is greater of 0.05 (level statistical

confidence 95% or 0.05). So can concluded that this data is normally distributed using approach *Monte Carlo* and can used for research furthermore.

Multicollinearity test aims to test is in the regression model found exists correlation between independent variable (*independent*). In order to determine aoakah there is multicollinearity in the regression model in this study are VIF (*Variance Inflation Factor*) and *Tolerance* values as well as analyzing the correlation matrix independent variable. As for value *tolerance* and VIF can be seen from table 4.19 below :

Table 4.19 Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	,531	,389		1,362	,174		
KP	,214	.026	,413	8.135	,000	,253	3,950
PH	,287	,052	,277	5,487	,000	,255	3,917
PP	,228	,036	,247	6,320	,000	,426	2,349

a. Dependent Variable: KB

Source : SPSS Primary Data (2023)

Based on table 4.19, can concluded that in the data this does not happen multicollinearity so the data is classified as good. This is because tolerance value- all variable the freedom is >0.1 and the VIF value is <10.

Heteroscedasticity Test used to find out whether there is or not deviation assumption classic heteroscedasticity that is exists similarity variant of the residuals for all observations in the regression model, the requirements must be fulfilled in the regression model is non- existence symptom heteroscedasticity.

Table 4.20 Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,728	,467		3,700	,000
KP	-.022	.012	-.113	-1,868	,063
PH	,055	,032	,099	1,735	,083
PP	-.021	.023	-.051	-.918	,359

a. Dependent Variable: ABS_RES2

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on table 4.20 is obtained that all variables X1 (Quality Product) has mark significant of 0.063, larger from 0.05 or above 5%, variable X2 (Price Perception) has mark significant of 0.083, larger from 0.05 or above 5%, variable X3 (Promotion Sales) have mark significant of 0.359 greater from 0.05 or above 5% with thereby can concluded that didn't happen Heteroscedasticity or nature Homoscedasticity.

Multiple regression analysis is a linear relationship between two or more independent variables (X1, X2, and X3) and the dependent variable (Y). This analysis is to determine the direction of the relationship between independent variables, whether each independent variable is positively or negatively related, to predict the value of the dependent variable, whether the value of the independent variable has increased or decreased.

Table 4.21 Analysis Results Regression By Partial

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.096	,695		-.138	,890
KP	.401	.018	,773	22,884	,000
PH	,052	,047	,035	1,105	. 002
PP	.113	,034	.102	3,335	,001

a. Dependent Variable: KB

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on equality regression above, if :
a. Purchase Decision Constant (Y) value is -0.096 which states If variable Quality Product (X1), Price Perception (X2), Promotion Sales (X3) = 0, then Purchase Decision (Y) value of -0.096
b. Coefficient X1 (Quality Product) of 0.401 means that if happen enhancement of 1 (unit), then the Purchase Decision (Y) will increase by 0.401 if other variables are considered constant.
c. coefficient (Price Perception) of 0.052 means that if happen enhancement of 1 (unit), then the Purchase Decision (Y) will increase by 0.052 if other variables are considered constant.
d. Coefficient X3 (Promotion Sales) of 0.113 means that if happen enhancement of 1 (unit), then the Purchase Decision (Y) will increase by 0.113 if other variables are considered constant.

Analysis correlation used for viewing exists connection between variable Quality Product (X1), Price Perception (X2), and Promotion Sales (X3) to Purchase Decisions (Y) as well closeness relationship so from that it was done analysis correlation.

Tabel The Result of Correlations Analysis

		KP	PH	PP	KB
KP	Pearson Correlation	1	,457 **	,389 **	,828 **
	Sig. (2-tailed)		,000	,000	,000
	N	386	386	386	386
PH	Pearson Correlation	,457 **	1	,198 **	,409 **
	Sig. (2-tailed)	,000		,000	,000
	N	386	386	386	386
PP	Pearson Correlation	,389 **	,198 **	1	,410 **
	Sig. (2-tailed)	,000	,000		,000
	N	386	386	386	386
KB	Pearson Correlation	,828 **	,409 **	,410 **	1
	Sig. (2-tailed)	,000	,000	,000	
	N	386	386	386	386

**. Correlation is significant at the 0.01 level (2-tailed).

Source : SPSS Primary Data, Processing Results Author, (2023)

Based on table 4.23 can concluded that between variable own correlation between One with each other information as following :
1. Variable Quality Product correlated positive of 0.457 against variable Price Perception with level connection currently.
2. Variable Quality Product correlated positive of 0.389 against variable Promotion Sale with level connection low.
3. Variable Price Perception is correlated positive of 0.198 against variable Promotion Sale with level relationship is very low.
4. Variable Quality Product correlate positive of 0.828 against Purchase Decision variables with level very strong relationship.
5. Variable Price Perception is correlated positive of 0.409 against Consumer Decision variable with level connection currently.
6. Variable Promotion Sale correlate positive of 0.410 against Purchase Decision variables with level connection currently.

Coefficient value determination reflect how much big role or contribution from variable independent to variable dependent.

Table 4.24 Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ª	,696	,694	2,259

a. Predictors: (Constant), PP, PH, KP
b. Dependent Variable: KB

Source : SPSS Primary Data (2023)

Based on table above 4.24 results *output model summary* can explained that connection or correlation double throughout variable (Quality Product, Price Perception, and Promotion Sale on Purchasing Decisions), has strength strong relationship. This is seen based on mark coefficient correlation multiple amounting to 0.834 Gain mark coefficient The R-Square determination is 0.696 explained that variable Quality Product, Price Perception, and Promotion Sale on Purchasing Decisions capable influence or explain diversity (variability). Value of Purchasing Decisions amounted to 69.6% whereas the remainder (100% - 69.6% = 30.4%) is influenced outside the model or explained by other variables not studied.

a.   Connection between Quality Product (X1) on Purchasing Decisions (Y)

Hypothesis Research 1	Quality Product have influence positive and significant on Purchasing Decisions
H 0 : $\beta1 = 0$	Quality The product does not have it connection with Purchase Decisions
H 1 : $\beta1 \neq 0$	Quality Product have connection with Purchase Decisions

Based on table 4.25 influence Quality Product (X1) on Purchasing Decision (Y) is obtained by t count amounting to 22,884 is greater from t table (df =nk-1 or df =386-3-1=382; α=5%) = 1.972 and value significant 0.000 < 0.05; H1 is accepted H0 is rejected. In conclusion hypothesis study First accepted, that is There is influence positive and significant between Quality Product (X1) against Decision Purchases (Y).

b.   Connection between Price Perception (X1) on Purchasing Decisions (Y)

Hypothesis Research 2	Price Perception has influence positive and significant on Purchasing Decisions
H 0 : $\beta2 = 0$	Price Perception does not exist connection with Purchase Decisions
H 0 : $\beta2 \neq 0$	Price Perception has connection with Purchase Decisions

Based on table 4.25 influence Price Perception (X2) on Purchasing Decisions (Y) is obtained by t count of 1.105 is greater from from t table (df =nk-1 or df =386-3-1=382; α=5%) = 1.972 and value significant 0.002 < 0.05; H2 accepted H0 rejected. Hypothetical conclusion study second accepted, that is There is influence positive and significant between Price Perception (X2) on Purchasing Decisions (Y).

c.   Connection between Promotion Sales (X3) to Purchase Decisions (Y)

Hypothesis Research 3	Promotion Sale have influence positive and significant on Purchasing Decisions
H 0 : $\beta3 = 0$	Promotion Sales do not exist connection with Purchase Decisions
H 0 : $\beta3 \neq 0$	Promotion Sale have connection with Purchase Decisions

Based on table 4.25 influence Promotion Sales (X3) on Purchasing Decisions (Y) are obtained by t count amounting to 3,335 is greater from t table (df =nk-1 or df =386-3-1=382; α=5%) = 1.972 and value significant 0.001 < 0.05; H2 accepted H0 rejected. Hypothetical conclusion study third accepted, that is There is influence positive and significant between Promotion Sales (X3) to Purchase Decisions (Y).

Table 4.26 F Test (Simultaneous Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4465.668	3	1488,556	291,705	,000 [b]
	Residual	1949.327	382	5.103		
	Total	6414.995	385			

a. Dependent Variable: KB
b. Predictors: (Constant), PP, PH, KP
Source : SPSS Primary Data (2023)

a. Connection between Quality Product (X1), Price Perception (X2), and Promotion Sales (X3) to Purchase Decisions (Y)

Hypothesis Research 4	Quality Product, Price Perception, and Promotion Sale in a way together have influence positive and significant on Purchasing Decisions
H 0 : β1, β2, β3 = 0	Quality Product, Price Perception, and Promotion Sale in a way together do not have connection on Purchasing Decisions
H 4 : β1, β2, β3 ≠0	Quality Product, Price Perception, and Promotion Sale in a way together have connection on Purchasing Decisions

Based on table 4.22 influence between Quality Product, Price Perception, and Promotion Sale on Purchasing Decisions obtained f- count of 291.705 and greater from f- table (df1=3, df2=382, α=5%) = 2.65 and is supported by the value significance of 0.000 which means it is smaller of (α=5%) = 0.05 with Thus H0 is rejected and H4 is accepted, Quality Product, Price Perception, and Promotion Sale in a way simultaneous or together influential on Purchasing Decisions so hypothesis 4 is accepted.

Discussion

Based on the results of the questionnaire and questionnaire data processing using the SPSS program, the discussion of the research hypothesis is as follows.

Influence Quality Product (X1) on Purchasing Decisions (Y). Hypothesis 1 states that there is connection between influence Quality Product with Purchase Decisions can accepted, this is shown with calculated t- value of 22,884 means it is bigger If compared to with t- table 1.972 and as for mark significance 0.000 < 0.05. Based on analysis test results regression multiple variable X1 (Quality Product) of 0.401 means that if happen enhancement of 1 (unit), then the Purchase Decision (Y) will increase by 0.401, if variable the influential positive and significant to Quality Product, then hypothesis 1 is accepted. The results of this research show that Quality Products that have been given by Donatello is appropriate with specifications, such as Donatello's performance is good, characteristic Donatello designed products add interest consumer to products, Donatello products have Power Strong and long - lasting, Donatello products work in accordance with desired function without There is failure condition certain, Donatello is ready to fix damaged product or failed, Donatello's product has appearance interesting product. The results of this study are consistent with study previously done Priskyla Wanda Rumondor, Altjie L. Tumbel, and Imelda W. J. Ogi (2017) Research results namely Product Quality, Price, and *Word of Mouth* influential simultaneously and partially on Purchase Decisions at the Toronata Coffee and Noodle House in Kawangkoan.

Influence Price Perception (X2) on Purchasing Decisions (Y). Hypothesis 2 states that there is connection between influence Price Perceptions on Purchasing Decisions can accepted, this is shown with calculated t- value of 1.105 means it is bigger If compared to with t- table amounted to 1,972 and value significant 0.002 < 0.05. Based on analysis test results regression multiple variable X2 (Price Perception) of 0.052 means that if happen enhancement of 1 (unit), then the Purchase Decision (Y) will increase by 0.052, if variable the influential positive and significant to Price Perception, then hypothesis 2 is accepted. The results of this research show that the Price has been Donatello determined accordingly with quality the products are comparable with benefits provided. The results of this study are consistent with study previously done Aprilia Darmansah and Sri Yanthy Yosepha entitled The Influence of Brand Image and Price Perception on Online Purchasing Decisions on the Shopee application in the East Jakarta Region. Research result namely. Based on the Simultaneous Test (F Test), the Brand Image variable (X1) and the Price Perception variable (X2) have a simultaneous and significant effect on the Purchasing Decision variable (Y).

Influence Promotion Sales (X3) to Purchase Decisions (Y). Hypothesis 3 states that there is connection between influence Promotion Sale with Purchase Decisions can

accepted, this is shown with calculated t- value of 3.335 means it is bigger compared to with t- table 1.972 and as for mark significance 0.001 < 0.05. Based on analysis test results regression multiple variable X3 (Promotion Sales) of 0.113 means that if happen enhancement of 1 (unit), then the Purchase Decision (Y) will increase by 0.113, if variable the influential positive and significant to Promotion Sales, then hypothesis 3 is accepted. The results of this research show that Donatello had do Promotion Sale with method customer earn points based on many future purchases can exchanged with piece price in accordance with the points collected. The results of this study are consistent with study previously done Carunia Mulya Firdausy and Rani Idawati With results study showing that Firstly, there is a positive and significant influence of service quality on customer purchasing decisions for online airline tickets established by the Traveloka company. Second, airline ticket prices have an inverse influence on customer purchasing decisions. Third, promotions do not have a significant effect on purchasing decisions made by Traveloka online customers. Fourth, the proportion of the three independent variables influencing variance in consumer purchasing decisions is only 62.1 percent.

Influence Quality Product (X1), Price Perception (X2), and Promotion Sales (X3) to Purchase Decisions (Y). Hypothesis 4 states that there is connection between Quality Product, Price Perception and Promotion Sale on Purchasing Decisions can accepted, this is shown by the F- count of 291,705 being greater If compared to with F- table namely 2.65 and as for mark significance of 0.000 is smaller jiak compared to with 0.05 where variable Quality Product, Price Perception, and Promotion Sale in a way together influential positive and significant on Purchasing Decisions, then hypothesis 4 is accepted The results of this study are consistent with study previously carried out by Christy Jacklin Gerung, Jantje Sepang, and Sjendry Loindong entitled Influence Quality Products, Prices and Promotions Regarding the decision to purchase a Nissan X-Trail car at PT. Vehicle Wirawan Manado with results study shows that Product Quality, Price and Promotion simultaneously or partially have a significant effect on the decision to purchase a Nissan X-Trail car at PT. Wahana Wirawan Manado.

CONCLUSION

Based on results research and discussions that have been carried out described in chapter previously with title " Influence Quality Product, Price Perception, and Promotion Sale on Purchasing Decisions studies case at House off Donatello in Bogor City" with use application SPSS data processing, then can taken conclusion as following:

1. Quality Product own influence positive and significant on Purchasing Decisions (Y), this is supported based on results analysis found that t- calculated value > t- table and value significant 0.000 < 0.05.
2. Price Perception has influence positive and significant to Decision Purchase (Y), this is supported based on results analysis found that t- calculated value > t- table and value significant 0.002 < 0.05.
3. Promotion Sale own influence positive and significant on Purchasing Decisions (Y), this is supported based on results analysis found that t- calculated value > t- table and value significant 0.001<0.05.
4. Quality Product, Price Perception and Promotion Sale in a way together influential positive and significant regarding Purchasing Decisions, this is supported with statistical tests that have been done done, found that third variable independent the capable influence purchasing decisions Donatello products in Bogor, it is known F- calculated value > F- table.

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