

ABSTRACT

This study aims to examine the effect of product quality, promotion and product design on purchasing decisions for Toyota Avanza at PT. Nasmoco Kaligawe Semarang.

This research was conducted on 100 Toyota Avanza car customers at PT. Nasmoco Kaligawe Semarang. The sampling technique in this study used purposive sampling method. The data collection method in this study used a questionnaire. The data analysis technique used multiple linear regression analysis with the help of the SPSS Ver 22 program.

The results of the analysis can be concluded that: product quality has a positive effect on purchasing decisions. Promotion has a positive effect on purchasing decisions. Product design has a positive effect on purchasing decisions.

Keywords: product quality, promotion, product design and purchasing decisions

