ABSTRACT

Fast growing in packed drinking water industry, marked with more product brands at the market place across the country, has made the industry more competitive. This study aimed to examine the effect of product quality, price, and promotion on purchase decision of packed drinking water (AMDK) of the Aqua brand.

The study applied an accidental sampling, using 100 samples of customers of Bhakti Mart Semarang as the population. These samples were then subject to a multiple linear regression analysis to gain the result based on regression of **$Y = 0{,}509\ X_1 + 0{,}401\ X_2 + 0{,}252\ X_3$**. Result of the study evidenced that price had a stronger effect than the other two independent variables on purchase decision.

The evidence concluded that product quality had a positive and significant effect on purchase decision, price had a positive and significant effect on purchase decision, and promotion had a positive and significant effect on purchase decision.

Keywords: product quality, price, promotion, and purchase decision.

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