

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial dan simultan variabel Kualitas Produk, Promosi dan Kepuasan Pelanggan terhadap Keputusan Pembelian pada PT. Nestle Indonesia. Penelitian ini merupakan jenis penelitian kuantitatif, populasi diperoleh sebanyak 1000 pelanggan PT Nestle Indonesia, dengan menggunakan rumus slovin maka diperoleh sampel penelitian sebanyak 286 responden. Menggunakan analisis data regresi linear berganda dengan bantuan software SPSS 16.0. Hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian PT. Nestle Indonesia dengan besaran pengaruh sebesar 0.241 atau 24.1%. Promosi berpengaruh signifikan terhadap Keputusan Pembelian PT. Nestle Indonesia dengan besaran pengaruh sebesar 0.310 atau 31.0%. Kepuasan Pelanggan berpengaruh signifikan terhadap Keputusan Pembelian PT. Nestle Indonesia dengan besaran pengaruh sebesar 0.268 atau 26.8%. Kualitas Produk, Promosi dan Kepuasan Pelanggan secara bersama-sama berpengaruh signifikan terhadap Keputusan Pembelian di PT. Nestle Indonesia dengan besaran pengaruh variable bebas sebesar 37.1% sisanya 62.9% dipengaruhi oleh variable lain diluar variable yang diteliti.

**Kata Kunci : Kualitas Produk, Promosi, Kepuasan Pelanggan dan Keputusan Pembelian**

## **ABSTRACT**

*This study aims to determine the effect partially and simultaneously variable Product Quality, Promotion and Customer Satisfaction on Purchasing Decisions at PT. Nestle Indonesia. This research is a type of quantitative research, the population was obtained as many as 1000 customers of PT Nestle Indonesia, using the Slovin formula, the research sample was obtained as many as 286 respondents. Using multiple linear regression data analysis with the help of SPSS 16.0 software. The results showed that product quality had a significant effect on the purchasing decision of PT. Nestle Indonesia with a magnitude of influence of 0.241 or 24.1%. Promotion has a significant effect on the Purchasing Decision of PT. Nestle Indonesia with a magnitude of influence of 0.310 or 31.0%. Customer Satisfaction has a significant effect on the Purchasing Decision of PT. Nestle Indonesia with a magnitude of influence of 0.268 or 26.8%. Product quality, promotion and customer satisfaction together have a significant effect on purchasing decisions at PT. Nestle Indonesia with the magnitude of the influence of the free variable of 37.1% the remaining 62.9% is influenced by other variables outside the variables studied.*

**Keywords: Product Quality, Promotion, Customer Satisfaction and Purchasing Decisions**