

# **PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KUTEK RED ZAHRA DI AGEN KOTA KEDIRI**

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## ***Abstract***

*With the progress of the business in the field of cosmetics, it makes a lot of business competition in it. One of them is the nail polish cosmetic product which is now increasingly in demand by women. This competition makes businesses have to develop and improve, one of which is the Red Zahra Nail Polish brand. Because in recent years there has been a decrease in purchases, further studies are needed to see the influence of things that influence purchasing decisions. This study aims to analyze the effect of product quality, price, and promotion on purchasing decisions. This research uses multiple linear regression method. The sample used was 100 consumers at the Red Zahra Nail Polish Agency, Kediri City. The results of this study indicate that the product quality variable has a significant positive effect on purchasing decisions. Price has a positive and significant influence on purchasing decisions. Promotion has a negative and significant influence on purchasing decisions*

*Key Words : Cosmetic, Kutek, Product quality, Price, Promotion and Purchase decision*

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