

ABSTRACT

Each manufacturer must run a variety of strategies for consumers to decide to buy their products, it is done by the manufacturer for the company to compete in the market. Therefore, producers should pay attention to the quality of the products they produce and the way they promote their products as one strategy can compete in the market. Consumer purchasing decisions can be improved by taking into account product quality and promotion.

This study aims to determine the effect of product quality and promotion of purchasing decisions Mitsubishi Pajero Sport products in the city of Makassar in 2017. The method used in this study is quantitative with the type of descriptive and causal research, scale measurement using Likert scale. Respondents in this study as many as 85 respondents who use Mitsubishi Pajero Sport products as well, sampling methods NonProbability Sampling Technique.

The results showed that the responses of respondents to quality in the category very good. Respondents' response to promotion is also in very good category. Respondents' responses to purchasing decisions are also in very good category. The result of this research stated that Product Quality (X1) and Promotion (X2) variables have influence to variable of Purchase Decision (Y) of Mitsubishi Pajero Sport product in Makassar City equal to 65,61% and the rest 34,39% influenced by other variable not examined. . These results can be interpreted that the quality of products and promotion is a factor large enough to affect the purchase of Mitsubishi Pajero Sport product in Makassar.

Keywords: Product Quality, Purchase Decision and Promotion