

Abstrak

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh *Brand Image, Product Quality, Sales Promotion, Personal Selling, Advertising* terhadap Keputusan Pembelian produk Le Minerale. Metode penelitian ini yang digunakan dalam penelitian ini adalah metode kuantitatif. Populasi di dalam penelitian ini adalah konsumen yang mengkonsumsi produk Le Minerale di seluruh Indonesia. Sampel yang diambil sebanyak 97 responden. Teknik pengumpulan sampel menggunakan teknik analisis data menggunakan teknik non *probability sampling* dengan metode *accidental sampling*. Data penelitian ini dikumpulkan dengan menyebarkan kuesioner kepada 97 responden dengan teknik analisis data regresi linear berganda dengan program SPSS versi 29. Hasil penelitian ini menunjukkan bahwa (1) *Brand image, Product quality, Sales promotion, Personal selling dan Advertising* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Le Minerale.

Kata Kunci: *Brand Image, Product Quality, Sales Promotion, Personal Selling, Advertising*, Keputusan Pembelian.

Abstract

This study aims to determine and test the influence of Brand Image, Product Quality, Sales Promotion, Personal Selling, Advertising on Purchase Decisions for Le Minerale products. The research method used in this research is a quantitative method. The population in this research are consumers who consume Le Minerale products throughout Indonesia. The sample taken was 97 respondents. The sample collection technique uses data analysis techniques using non-probability sampling techniques with accidental sampling methods. This research data was collected by distributing questionnaires to 97 respondents using multiple linear regression data analysis techniques with the SPSS version 29 program. The results of this research show that (1) Brand image, product quality, sales promotion, personal selling and advertising have a positive and significant effect on decisions. purchase le minerale product.

Keywords: Brand Image, Product Quality, Sales Promotion, Personal Selling, Advertising, Purchasing Decisions.