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The Influence Of Price, Product Quality, And Promotion On The Decision To Purchase Jewelry At The Agung Amertha Kencana Gold Shop In Tabanan District

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Abstract

The aim of this research is to explain the influence of price, product quality and promotion on jewelry purchasing decisions at the Agung Amertha Kencana Gold Shop, Tabanan. The population of this research is consumers who buy jewelry at the Agung Amertha Kencana Gold Shop. The technique used is purposive sampling. The number of samples determined was 130 respondents. The data collection method uses a questionnaire. The data analysis technique used is multiple linear regression analysis. The results of the analysis show that the influence of price, product quality and promotion has a positive effect on jewelry purchasing decisions at the Agung Amertha Kencana Gold Shop, Tabanan. This research is expected to provide relevant and useful input for related companies in efforts to improve company performance through the prices offered, product quality and promotions. In order to increase company profitability by developing innovative programs.

Keywords: influence of price, product quality, promotion, purchasing decisions

INTRODUCTION

Changing times cause changes in consumer behavior. Research (Kotler & Keller, 2016) states that consumer behavior is the study of how individuals, groups, or organizations choose, buy, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires. This consumer behavior has an influence in changing the understanding of human needs. Based on the type of need, it is divided into three, namely: basic or primary needs, complementary or secondary needs, and complementary

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needs that are prestigious or tertiary in nature. In this group, tertiary needs are the most luxurious needs and are only owned by certain people. However, currently, it can be seen that tertiary needs have the same position as primary needs, for example gold jewelry. Gold jewelry is no longer completely a tertiary item because most consumers want to own it. Gold jewelry is an object that many people like or are interested in, where this object has a meaning of prosperity. The function of gold jewelry is: to beautify oneself, as currency, and as a means of exchange for transactions.

The development of the gold trade in Bali is currently quite rapid, especially in Tabanan Regency. Tabanan Regency is a district that has a population of 73,443 people. This makes the people of Tabanan district able to have prosperity (Tabanankab, 2023). It has become the culture and habit of local people to wear gold jewelry in many traditional and religious events. Research (Iqbal & Firman, 2022) suggests that gold investment attitudes have been high in the last three years because they were based on need and also on the basis of desire due to fear of a decline in the currency and avoiding a recession.

One of the gold shops in the Tabanan area of Bali is the Agung Amertha Kencana Gold Shop which was founded in 1990, located at Jalan Gunung Semeru Tabanan (shop in Tabanan Market). This shop operates in the gold trading sector and has competitors, which are also in the Tabanan market. Competitors compete to win the hearts of consumers in various ways such as promotions, price competition and product quality. Many competitors offer a wide selection of similar jewelry with good quality and competitive prices. So, this makes Agung Amertha Kencana Gold Shop have to put more effort into determining the right strategy in marketing its gold jewelry, especially strategies consisting of price, product quality and promotion. In terms of price, try to ensure that the prices set are competitive with the prices set by other gold shops. Apart from that, the quality of the jewelry sold must also be considered so that it can provide satisfaction to customers who buy in the shop and are willing to buy again. Agung Amertha Kencana Gold Shop promotes its sales using Instagram, Facebook and WhatsApp media to introduce its shop. According to Kotler and Armstrong (2016: 104) consumer purchasing decisions are influenced by several factors, namely price, promotion and product quality.

Research by Kotler and Armstrong (2016: 132) shows that price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits, ownership or use of a product or service. Research (Kotler & Armstrong, 2008:75) Product quality is a characteristic of a product or service that depends on its ability to satisfy customer needs. Promotional strategy is a combination of advertising,

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personal selling, sales promotion and publicity into an integrated program to communicate with buyers and other people which will ultimately influence the decision to purchase a product.

Previous research researched by Alfin Karim (2019) stated that price variables have a positive effect on purchasing decisions. Meanwhile, research (Khumairo, 2018) states that price has no effect on purchasing decisions. Based on this previous research, researchers will conduct the same research but in a different case study, namely the case study of gold sales. Based on research (Kristian & Widayanti, 2016) it is stated that product quality has a positive effect on purchasing decisions. Meanwhile, research (Pandensolag & Hendra, 2015) states that product quality has no effect on purchasing decisions. In other research variables, according to Alvin Karim (2019), the promotion variable partially has a positive and significant effect on purchasing decisions. Meanwhile, according to (Syahrial & Yusroni, 2017), promotional variables do not have a significant effect on purchasing decisions. The existence of this research gap makes researchers research these variables further.

Based on the theory and description, the following hypothesis can be concluded:

H1: Price has a positive and significant effect on purchasing decisions

According to research (Rizky & Ayu, 2023) it is also suggested that there is a positive and significant influence of the price variable on purchasing decisions. This is in line with research (Puspita & Rahmawan, 2021) which shows that price has a significant positive effect on purchasing decisions, consumers will decide to make a purchase if the price offered by the producer is as desired by consumers.

H2: Product quality has a positive and significant effect on purchasing decisions

According to research by Puspita & Rahmawan, 2021 Quality is a consideration for someone when seeing how a product is. The quality of a product that has good quality can influence someone in making a purchasing decision. In line with research (Rizky & Ayu, 2023) it is also stated that there is a positive and significant influence of product quality variables on purchasing decisions. this is in line with research (Puspita & Rahmawan, 2021)

H3: Promotion has a positive and significant effect on purchasing decisions

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Promotion is a type of company marketing activity aimed at encouraging demand. The more intensive the promotional activities carried out by the company, the more interested and influenced consumers will be so that ultimately consumers will buy the products produced and offered by the company (Raras, 2014: 24). Sandra's (2023) research also suggests that there is a positive and significant influence of promotional variables on purchasing decisions. In line with research by Putri Zafira (2023) which shows that the influence of promotions has a significant positive effect on purchasing decisions. Promotions also influence consumer purchasing decisions.

H4: Price, product quality and promotion have a positive and significant effect on purchasing decisions

According to research (Lestari & Ayu, 2023) suggests that there is a simultaneous influence, namely where price, product quality and promotion jointly influence purchasing decisions. This is in line with research by Benedektus (2023) which also shows that there is a positive and significant influence of price, product quality and promotion on purchasing decisions and research from Rusli, Anderson (2023) that price, product quality and promotion have a positive and significant influence. on purchasing decisions

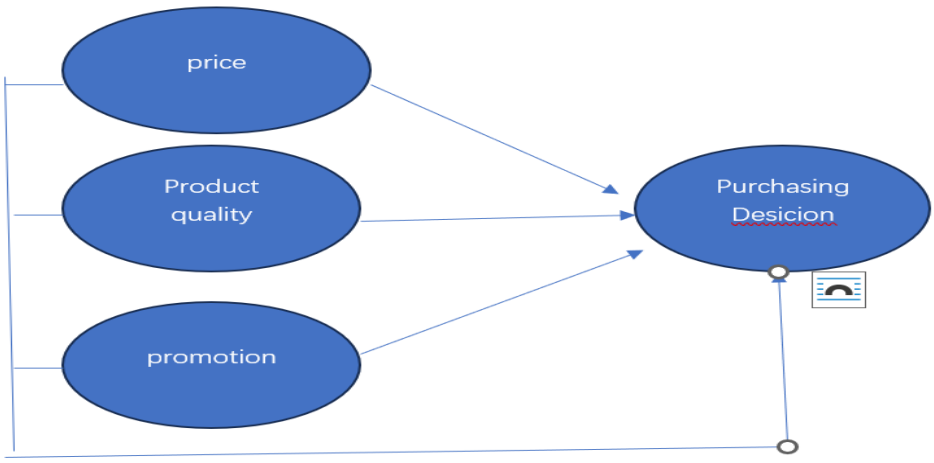


Figure 1. Research Conceptual Framework

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RESEARCH METHODS

The approach used in this research is a quantitative approach in associative form. This research was conducted in Tabanan City. The reason the researcher chose Tabanan City as the research location was because the study at this jewelry shop was located at Jalan Gunung Semeru Tabanan (Tabanan Market). The consideration underlying the researchers in choosing the location was that the Agung Amertha Kencana Gold Shop is a gold shop that is famous and known for a long time by the people of Tabanan Regency. The research object used in this research is consumer behavior, especially purchasing decisions at the Agung Amertha Kencana store which is influenced by price, product quality and promotions. In this research, the independent variables or independent variables are: price (X1), product quality (X2) and promotion (X3). use, word of mouth and brand image. which is symbolized by X. In this research the dependent variable or dependent variable is the Purchase Decision (Y).

Table 1. Research Variable Indicators

Variable		Indicator	Source
Price (X1)	X.1.1 X1.2 X1.3	Price match. Affordability. Competitive prices with other products.	Gronholm (2012); Nugraheni & Ferdinand (2013).
Product Quality (X2)	X2.1 X2.2 X2.3 X2.4	Product Value. Product Packaging. Product Durability. Product variety	Singh (2012); Octavia el al (2013); Gronholm (2012).
Promotion (X3)	X3.1 X3.2 X3.3	Interesting advertisement. Accuracy of promotional media. The message in the advertisement is easy to understand.	Isoraite (2016); Prastiwi (2012)
Purchase Decision (Y)	Y1.1 Y1.2	The stability of consumer desires for the product Consumers like the product	Shobayar & Rumyeni, (2018)

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	Y1.3 Y1.4	Recommend products to others Consumer Repurchase.	

*Source:*data processed, 2023

Primary data in this research was obtained completely from respondents through a list of questions asked in the form of a questionnaire. Primary data collected includes respondents' identity data, respondents' opinions regarding purchasing decisions regarding price, product quality, promotions and consumer purchasing decisions at Agung Amertha Kencana Gold Shop. Secondary data in this researchobtained from literature, previous research journals.

The data measurement method used uses a Likert scale. The sample is part of the number and characteristics of the population (Sugiyono, 2016: 194). The sample collection technique used was the purposive sampling method.This research uses multiple regression analysis. The criteria for determining the sample in this research are as follows:

1) The minimum education level is SMA/SMK equivalent with an age range starting from 19 years on the grounds that the person can understand the meaning of the questions to be asked and is able to answer questions objectively.
2) Respondents are consumers of Toko Agung Amertha Kencana who live in Tabanan City
3) Respondents are consumers who have shopped or purchased gold products at Toko Agung Amertha Kencana in Tabanan City.

The data analysis technique used is the classical assumption test, descriptive statistics, multiple linear regression analysis, f test (simultaneous test), t test (partial test), coefficient of determination test (r2). The classical assumption test is where a model theoretically will produce the correct estimator parameter values if it meets the requirements of the classical regression assumptions, which include normality, multicollinearity and heteroscedasticity tests.Descriptive statistics used in this research include minimum, maximum, average and standard deviation values. Multiple regression analysis is a tool for predicting the value of the influence of two or more independent variables on one dependent variable.

The F statistical test basically shows whether all the independent or independent variables intended in the model have a joint influence on the dependent or dependent variable. The t statistical test shows how much influence an explanatory or independent

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variable individually has in explaining variations in the dependent variable and is used to determine whether it exists or not. The coefficient of determination (R2) aims to determine how much the independent variable is able to explain the dependent variable.

DISCUSSION RESULT

Research data was obtained from the results of a questionnaire that was answered by respondents who were consumers who lived in Tabanan and had shopped or purchased gold products at Toko Agung Amertha Kencana in Tabanan City. Respondent characteristics include age, gender, occupation and income of respondents.

Table 2. Characteristics of Respondents

No	Characteristics	Classification	Amount Respondent (person)	Percentage Respondent (percent)
1	Gender	Man	45	35
		Woman	85	65
Amount			**130**	**100**
2	Age (years)	19 - 25	32	25
		26 - 35	41	32
		36 - 45	33	25
		> 45	24	18
Amount			**130**	**100**
3	Current job	Student / Students	22	17
		PNS/TNI/POLRI	8	6
		Private employees	41	32
		Self-employed Other	37	28
			22	17
Amount			**130**	**100**
4	Income/money monthly pocket (Rp., Million)	≤ 5	55	42
		5 – 10	42	32
		10 – 20	21	16
		≥ 20	**12**	9
			130	**100**

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Amount				

This shows that consumers have shopped at the Agung Amertha Kencana Gold Shop in Tabanan city. In this study, the dominant gender was women with a total of 85 people or 65 percent, while men were 45 people or 35 percent.

The table above shows that the majority of consumers who have shopped at the Agung Amertha Kencana Gold Shop in the city of Tabanan who participated in filling out this questionnaire are aged 26-35 years. Based on current employment, private employees dominate participating in filling out this questionnaire with 41 people or 32 percent. In terms of monthly income ≤ Rp. 5,000,000.00 dominates with 55 people or 42 percent compared to the smallest range, namely > Rp. 45,000,001.00 with 12 people or 9 percent.

The results of the recapitulation of validity tests in this research are presented in the following table:

Table 3 Validity Test Results

Variable	Indicator	Correlation coefficient	*Sig. (2-tailed)*	Information
Price (X1)	X1.1	0.919	0,000	Valid
	X1.2	0.907	0,000	Valid
	X1.3	0.882	0,000	Valid
Product quality (X2)	X2.1	0.902	0,000	Valid
	X2.2	0.954	0,000	Valid
	X2.3	0.936	0,000	Valid
	X2.4	0.941	0,000	Valid
Promotion (X3)	X3.1	0.917	0,000	Valid
	X3.2	0.937	0,000	Valid
	X3.3	0.915	0,000	Valid
Purchase decision (Y)	Y1	0.907	0,000	Valid
	Y2	0.943	0,000	Valid
	Y3	0.901	0,000	Valid
	Y4	0.899	0,000	Valid

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*Source:*data processed, 2023

The validity test results in the table above show that all variables have a correlation coefficient value with a total score of all statement items greater than 0.30. This shows that the statement items in the research instrument are valid.

A recapitulation of the research instrument reliability test results can be seen in Table 4 below.

Table 4 Reliability Test Results

No.	Variable	*Cronbach's Alpha*	Information
1	Price (X1)	0.891	Reliable
2	Product quality (X2)	0.950	Reliable
3	Promotion (X3)	0.912	Reliable
4	Purchase decision (Y)	0.933	Reliable

*Source:*data processed, 2023

The reliability test results in table 4 show that all research instruments have a Cronbach's Alpha coefficient of more than 0.70. It can be said that all instruments are reliable so they can be used to conduct research.

Descriptive analysis was carried out to determine the characteristics and responses of respondents to each statement. All variables are described using average values. Namely by:

Interval Value $= \frac{(Nilai\ batas\ tertinggi - nilai\ batas\ terendah)}{Total\ nilai\ yang\ digunakan}$

$= \frac{(5-1)}{5} = 0.8$

Based on the interval range results, criteria for construct measurement results can be prepared as follows:

Score Value	Criteria
1.00 – 1.80	Very low
1.81 – 2.60	Low
2.61 – 3.40	Medium/Fair

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3.41 – 4.20	Tall
4.21 – 5.00	Very high

Table 4. shows the results of descriptive statistical analysis.

Table 5 Descriptive Statistics

	STS	T.S	N	S	SS	Total	Average	Criteria
Price match (X1.1)	2	1	20	7	50	542	4.17	Good
Affordability (X1.2)	2	1	21	56	50	541	4.16	Good
Price competitiveness (X1.3)	1	3	26	62	38	523	4.02	Good
X1	Average price variable score					1606	4.12	Good
Product value (X2.1)	3	4	11	59	53	545	4.19	Good
Product packaging (X2.2)	2	3	10	51	64	562	4.32	Very good
Product packaging (X2.3)	2	3	9	56	60	559	4.30	Very good
Product variety (X2.4)	2	3	12	53	60	556	4.28	Very good
X2	Average score of product quality variables					2222	4.27	Very good
Attractive ads(X3.1)	2	1	21	68	38	529	4.07	Good
Accuracy of promotional media (X3.2)	2	3	15	66	44	537	4.13	Good
Easy to understand ads (X3.3)	2	4	22	62	40	524	4.03	Good
X3	Average promotional variable score					1590	4.08	Good
Product stability (Y1.1)	2	4	12	53	59	553	4.25	Very good
Consumers like the product (Y1.2)	1	4	13	54	58	554	4.26	Very good
Recommend product (Y1.3)	1	5	16	54	54	545	4.19	Tall
Repurchase (Y1.4)	1	4	17	56	52	544	4.18	Tall
Y1	Average score of purchasing decision variables					2196	4.22	Very good

*Source:*data processed, 2023

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Based on the results of descriptive statistical tests in Table 5, it shows that the price variable obtained an average value (mean) of 4.12, which means Toko Agung Amertha Kencana already has good prices. Quality variables

The product obtained an average value (mean) of 4.27, which means that Toko Agung Amertha Kencana already has very good product quality. The promotional variable obtained an average value (mean) of 4.08, which means that Toko Agung Amertha Kencan has good promotion.The purchasing decision variable obtained an average value (mean) of 4.22, which means that Toko Agung Amertha Kencan already has a very good purchasing decision.Good.

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		*Unstandardized Residuals*
N		130
Normal Parameters, b	*Mean*	.0000000
	Std. Deviation	1.19673590
Most Extreme Differences	*Absolute*	,093
	Positive	,093
	Negative	-.087
Kolmogorov-Smirnov Z		1,062
Asymp. Sig. (2-tailed)		,210
a. Test distribution is Normal.		
b. Calculated from data.		

*Source:*data processed, 2023

Based on the analysis results in the table, a significance value of 0.210 is obtained, which is greater than 0.05. Because the significance value of the Kolmogorov-Smirnov test is more than 0.05, it can be concluded that the regression equation model has a normal distribution.

The multicollinearity test aims to test whether in one regression model a correlation is found between the independent variables. A good regression model is that there is no correlation between the independent variables.

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Table 7 Multicollinearity Test Results

Variable	*Tolerance*	VIF	Information
Price (X1)	0.222	4,506	Multicol free
Product quality (X2)	0.258	3,883	Multicol free
Promotion (X3)	0.238	4,206	Multicol free

*Source:*data processed, 2023

Based on the table, it can be seen that the tolerance and VIF values for all these variables show that the tolerance value for each variable is greater than 10% and the VIF value is smaller than 10, which means the regression equation model is free from multicollinearity.

This heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from the residuals of one observation to another observation which is carried out using the Glejser test. A good regression model is one that does not contain symptoms of heteroscedasticity or has homogeneous variance.

Table 8 Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1,017	,438		2,319	,022
	Price (X1)	.104	.071	,273	1,459	,147
	Product Quality (X2)	-.065	,047	-.240	-1,382	,169
	Promotion (X3)	-.025	,067	-.068	-.377	,707

*Source:*data processed, 2023

Based on this table, it can be seen that the significance value of the price variable is 0.147, product quality is 0.169 and promotion is 0.707. This value is greater than 0.05,

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which means there is no influence between the independent variables on the absolute residual. Thus, the model created does not contain symptoms of heteroscedasticity.

After all the classical assumptions are met, the next step is to present the results of the multiple linear regression analysis. The calculation of multiple linear regression coefficients was carried out using regression analysis using SPSS 18.0 for Windows software, the results obtained were shown as follows:

Table 9 Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,664	,640		1,038	,301
	Price (X1)	,491	.104	,357	4,732	,000
	Product Quality (X2)	,382	,068	,393	5,608	,000
	Promotion (X3)	,296	,099	,220	3,008	,003
a. Dependent Variable: Purchase Decision (Y)						

*Source:*data processed, 2023

Based on the results of multiple linear regression analysis as presented in the table, the following regression equation can be created:

$$Y = a + b1\ 0.357 + b20..393 + b3$$

The regression coefficient value for each independent variable has a t test significance value of less than 0.05. This shows that all independent variables have a significant influence on the dependent variable.

Researchers use the adjusted R2 value when evaluating which regression model is best, because unlike R2, the adjusted R2 value can increase or decrease if one independent variable is added to the model. The results of the coefficient of determination test can be seen in the following table:

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Table 10 Coefficient of Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917a	,840	,837	1.24434
a. Predictors: (Constant), Promotion (X3), Product Quality (X2), Price (X1)				

*Source:*data processed, 2023

A. *This table provides results where the adjusted R2 (adjusted coefficient of determination) is 0.837. This means that variations in purchasing decisions can be significantly influenced by price, product quality and promotion variables amounting to 83.7 percent, while the remaining 16.3 percent is explained by other factors not explained in the research model.*

The simultaneous test aims to find out whether all the independent variables identified are suitable for predicting usage decisions together. This test is often also called the F test. The results of the F test in this research can be seen in the following table:

Table 11 F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1027,396	3	342,465	221,176	,000b
	Residual	195,096	126	1,548		
	Total	1222.492	129			
a. Dependent Variable: Purchase Decision (Y)						
b. Predictors: (Constant), Promotion (X3), Product Quality (X2), Price (X1)						

*Source:*data processed, 2023

The table above shows that the F value is 221.176 with a significance of 0.000 which is less than α = 0.05, this means that the model used in this research is feasible. These results mean that all independent variables are able to predict or explain the purchasing decision phenomenon. In other words, there is a simultaneous influence of price, product quality and promotion variables on purchasing decisions.

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The influence of the variables Price, Product Quality and Promotion on employee purchasing decisions was tested using the t test. The test criteria to explain the interpretation of the influence between each variable is that if the significance value is <0.05 then H0 is rejected and H1 is accepted. Conversely, if the significance value is > 0.05 then H0 is accepted and H1 is rejected.

Table 12. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,664	,640		1,038	,301
	Price (X1)	,491	.104	,357	4,732	,000
	Product Quality (X2)	,382	,068	,393	5,608	,000
	Promotion (X3)	,296	,099	,220	3,008	,003
a. Dependent Variable: Purchase Decision (Y)						

Source: Processed data, 2023

The results of the influence test between variables can be explained as follows:

1. The influence of price on purchasing decisions
   H0: Price has no effect on purchasing decisions.
   Ha: Price has a positive effect on purchasing decisions.
   Based on the results of the analysis of the influence of price on purchasing decisions, a significance value of 0.000 was obtained with a calculated t value of 4.732 and a positive regression coefficient value of 0.491. A significance value of 0.000<0.05 indicates that H0 is rejected and Ha is accepted. This result means that price has a positive and significant effect on purchasing decisions.
2. The influence of product quality on purchasing decisions.
   H0: Product quality has no effect on purchasing decisions.
   Ha: Product quality has a positive effect on purchasing decisions.
   Based on the results of the analysis of the influence of product quality on purchasing decisions, a significance value of 0.000 was obtained with a calculated t value of 5.608 and a positive regression coefficient value of 0.382. A significance value of 0.000 < 0.05 indicates that H0 is rejected and Ha is accepted. These

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results mean that product quality has a positive and significant effect on purchasing decisions.

3. The Effect of Promotion on Purchasing Decisions.
   H0: Promotions have no effect on purchasing decisions.
   Ha: Promotions have a positive effect on purchasing decisions.

Based on the results of the analysis of the influence of promotions on purchasing decisions, a significance value of 0.003 was obtained with a calculated t value of 3.008 and a positive regression coefficient value of 0.296. A significance value of 0.003 < 0.05 indicates that H0 is rejected and Ha is accepted. These results mean that promotions have a positive and significant effect on purchasing decisions.

The Influence of Price on Purchasing Decisions

The results of hypothesis testing show thatprice has a positive and significant effect on purchasing decisions. This means that the better or positive the price given by the Agung Amertha Kencana gold shop, the more it will increase a person's purchasing decision to buy gold jewelry at that shop. After the process of searching for information about the price of a product, consumers will filter prices from several shops that sell similar products to provide Positive prices are able to influence consumer decisions in choosing and purchasing a product.

The Influence of Product Quality on Purchasing Decisions

Based on the results of the hypothesis testing analysis, it shows that product quality has a positive and significant effect on purchasing decisions. This means that the better or positive the product quality provided by the Agung Amertha Kencana gold shop, the more it will increase a person's purchasing decision to buy gold jewelry at that shop. After the process of searching for information about the quality of a product, consumers will filter the quality of the product from several shops that sell similar products. so that providing the best product quality can influence consumer decisions in choosing and purchasing a product.

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The Effect of Promotion on Purchasing Decisions

Based on the results of hypothesis testing, the results of hypothesis testing show that promotions have a positive and significant effect on purchasing decisions. This means that the better or more positive the promotion given by the Agung Amertha Kencana gold shop, the more it will increase a person's purchasing decision to buy gold jewelry at that shop. After receiving a promotion regarding a product, consumers will filter the promotions given from several shops that sell similar products so that they can influence consumer decisions in choosing and purchasing a product.

Implications of Research Results

In theoretical implications, the results of this research have been able to enrich empirical evidence in the field of marketing management science, especially inexplained that the factors that influence purchasing decisions are price, product quality, and promotion.

In Practical implications, based on the results of this research, are used as input for readers to provide the latest learning for readers and can use this research as a learning reference to improve purchasing decisions consumer.

Based on the research that has been conducted, several limitations were found in this research, namely that this research was only conducted in Tabanan City so it cannot be generalized. An environment that is always experiencing dynamic changes may also result in several changes related to similar topics and relationships so that this research needs to be carried out again in the future.

CONCLUSION

Based on the results of the research and discussion in the previous chapter, several things can be concluded, namelyPrice has a positive and significant effect on purchasing decisions at the Agung Amertha Kencana gold shop in Tabanan city. Based on the results of the analysis of the influence of price on purchasing decisions. This explains that the better the price given, the higher the purchasing decision at the Agung Amertha Kencana Gold Shop in Tabanan City. Product quality has a positive and significant effect on purchasing decisions at the Agung Amertha Kencana Gold Shop in Tabanan City. Based on the results of the analysis of the influence of product quality on purchasing decisions. This explains that the better the quality of the product provided, the higher the purchasing decision at the Agung Amertha Kencana Gold Shop in Tabanan

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City. Promotion has a positive and significant effect on purchasing decisions at the Agung Amertha Kencana Gold Shop in Tabanan City. Based on the results of the analysis of the influence of product quality on purchasing decisions. This explains that the better the promotion given, the higher the purchasing decision at the Agung Amertha Kencana gold shop in Tabanan city.

Suggestions that can be given to companies based on the results of this research are:Price, product quality and promotion in the results of this research provide a positive response to purchasing decisions at the Agung Amertha Kencana gold shop in Tabanan city. However, in this case it is better to continue adding new innovations in the promotion variable. The company must innovate in the form of word of mouth communication or more massive advertising to increase the strength of the company's branding. Product quality variables to improve purchasing decisions at the Agung Amertha Kencana gold shop in Tabanan city. In the price variable, you must often look at the competitors of the Agung Amertha Kencana gold shop in Tabanan city so that you always provide competitive prices to get a wider market share, not only in Tabanan city but other cities in Bali province. Further researchers can expand the research area and can also add other variables such as Place, People, Process, Physical Evidence which can influence purchasing decisions at the Agung Amertha Kencana gold shop in Tabanan city. Apart from that, you can add a research time span to get updated information considering the changing times

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