

ABSTRACT

This study aims to determine the effect of Products, Prices and Advertising on Purchasing Decisions. The population in this study were all users of Lux liquid soap in the Tangerang City Region. The sample in this study was taken using the Non Probability Sampling method of 155 respondents. The analytical method used is multiple linear regression analysis to determine the direct and indirect effects between variables. The results of this study indicate that the Product, Price, and Advertising together have a positive and significant effect on purchasing decisions, Products have a significant effect on purchasing decisions, Prices have a positive and significant effect on purchasing decisions, and Advertising has a positive and significant effect on purchasing decisions .

Keywords: Product, Price, Advertising and Purchasing Decisions