

Influence Of Product Quality, Price, Promotion, And Trust on The Purchase Decision Process of Mobil Sticker Products Online Shop Speed tuner Indonesia.

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- **Abstract:** Along with the development of technology, especially the internet, causing many businesses that use the internet for trade or called online shopping. The background of this research is fluctuations in sales of mobil sticker product in Online Shop Speedtuner Indonesia Sticker. This research aimed to analyze the effect of product quality, price, promotion, and trust in the purchase decision process mobil sticker product Speedtuner Indonesia Sticker. Respondents who were involved in this research were 100 consumers who have ever shopped at Online Shop Speed tuner Indonesia Sticker, the method used is non-probability sampling technique. Data collected by spreading an online questionnaire and methods of data analysis performed by multiple linear regression using SPSS software. The results showed that partially product quality and promotion have positive impact on purchase decision process mobil sticker product in Online Shop Speedtuner Indonesia Sticker, while price and trust does not affect the purchase decision process mobil sticker products in Online Shop Speedtuner Indonesia Sticker. Then based on the results of the F test, the results showed that product quality, price, promotion, and trust simultaneously influence the purchase decision process. The coefficient of determination obtained for 0.616, this means that 61.6% purchase decision process is influenced by the variable's product quality, price, promotion, and trust, while the rest can be explained by other variables not examined in this research.
- **Keywords:** mobil sticker product, Speed tuner Indonesia, trust simultaneously