

## **ABSTRACT**

Stefanus (NIM 09.2.008) “ANALYSIS OF EFFECT OF QUALITY PRODUCT, PRICE AND ADVERTISING EFFECTIVENESS VERSIONS AYAH ADI AND DIKA ON PURCHASING DECISIONS TOOTHPASTE PEPSODENT” under the guidance of Mrs. Lina

This study aimed to examine the effect of quality product, price and advertising effectiveness version Ayah Adi and Dika on consumers in making purchasing toothpaste Pepsodent. The stronger the product quality, price and advertising effectiveness Pepsodent toothpaste, then it will be able to influence the attitudes of consumers in making purchasing decisions that positively impact the customer and for the company. . The population in this study was the use Levi's products. The sample obtained in this study was 100 respondents. Hypothesis testing using multiple regression analysis with SPSS ver. 16.0. The test results showed that quality product (X1), price (X2), advertising effectiveness (X3) have an influence on purchasing decisions on toothpaste Pepsodent.

**Keywords : quality product, price, advertising effectiveness, purchasing decisions, Pepsodent**