

## **ABSTRACT**

This research was conducted to see how much influence of product quality and distribution channel to the purchasing decision of consumer that tested on Palembang, especially in the area of STIE Musi Campus to the Bottled Drinking Water Alfa One product. The selected population in this research is all of college students and at the same time, an consumer, either at morning college students or evening college students on the STIE Musi Campus. This research uses SPSS v.17.00 program. As for the sampling technique is to preform the questionnaire distribution to the respondents. The method of questionnaire distribution is used to find out more about what factors underlying the purchasing decision to the Bottled Drinking Water Alfa One product so it can decide how far its influence in buying that product. Questionnaire distribute 100 questionnaires, which this research aim analyze the opinions or perceptions fo the product quality and distribution channel can influence purchasing decision Bottled Drinking Water Alfa One product in STIE Musi Campus environment in Palembang. Result of the research proving that purchasing decision are influenced by product quality and distribution channel based on calculation with Adjusted R Square is 0,442 or 44,2% which gives assumption that still lot of another efective variable can influence a consumer for taking purchasing decision.

**Keyword : Product Quality, Distribution Channel, Purchasing Decision**