

## **ABSTRACT**

*This study aims to determine the effect of product quality, price, and promotion on purchase decisions Simple Healthy House PT.Ogan Graha Mandiri in Palembang. This type of research is a case study, where consumers PT.Ogan Graha Mandiri as a research subject and the effect of product quality, price and promotion on purchase decisions as a research object. The population in this study are all consumers who have purchased Simple Healthy House Griya Permai Sako on PT.Ogan Graha Mandiri. The sample of 100 respondents was obtained. Tests using classical assumptions using SPSS ver 16.0. The test results show that the first hypothesis (H1) which states that the quality of the products affect the purchase decision, rejected. The second hypothesis (H2) which states that the price effect on the purchase decision, accepted. And the third hypothesis (H3) which states that the promotion effect on the purchase decision, rejected.*

**Keywords: Quality Product, Promotion, Price and Purchase Decision.**