

## **ABSTRACT**

*This study aimed to test the purchasing decisions of traditional medicine in the World Drug Stores through three variables: the quality of products, prices, and Brand Trust. The population in this study is the customer's World Drug Stores. Samples were determined using purposive sampling method. The research sample obtained as many as 96 respondents. Hypothesis testing using T test analysis methods with the help of an application program Source For Social Statistics (SPSS) version 17 o'clock for windows 7. The results showed that the first hypothesis (H1) that certify the quality of products has positive influence on purchasing decisions herbal medicinal products in drugstores world, welcome. The second hypothesis (H2) states the price positive influence on purchase decisions herbal medicines in drugstores world, is not acceptable. The third hypothesis (H3) stating brand trus positive influence on purchase decisions herbal medicines in drugstores world, is not acceptable.*

*Keywords: product quality, price, brand trust, and purchase decisions.*