

ABSTRACT

This study aims to analyze the influence of product quality, pricing strategy, and digital promotion on purchasing decisions at RisolKai MSME within the environment of Universitas Prima Indonesia. The increasingly competitive culinary business environment requires MSME owners to improve product quality, determine appropriate pricing, and utilize digital promotion effectively in order to attract consumer interest and enhance purchasing decisions. This research employed a quantitative method with an associative approach. The population of this study consisted of consumers of RisolKai MSME within the Universitas Prima Indonesia environment. The sampling technique used was purposive sampling, with the number of respondents adjusted to the research needs. Data were collected through questionnaires distributed to respondents and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination analysis. The results of the study indicate that product quality has a positive and significant effect on purchasing decisions, pricing strategy also has a positive and significant effect on purchasing decisions, and digital promotion positively and significantly influences purchasing decisions at RisolKai MSME within Universitas Prima Indonesia. Simultaneously, product quality, pricing strategy, and digital promotion significantly affect purchasing decisions. The most dominant variable influencing purchasing decisions is product quality because it provides satisfaction and increases consumer trust in the products offered. Based on the findings, RisolKai MSME is advised to maintain product quality, establish competitive prices according to consumers' purchasing power, and enhance digital promotion strategies through social media in order to increase purchasing decisions and maintain consumer loyalty.

Kata Kunci: kualitas produk, penetapan harga, promosi digital, keputusan pembelian, UMKM RisolKai.