

ABSTRACT

Along with the development of the era of the Roti Kacang Rajawali souvenirs business, it is increasingly successful so that many people then follow it, selling products made from the same but with different brands that have their own characteristics. With so many alternatives of similar products being offered, the competition is getting higher so that this is one of the reasons for consumers in determining purchasing decisions that can affect demand for sales. This study aims to determine how the influence of product quality, brand image and sales promotion on consumer satisfaction through purchasing decisions as souvenirs typical of the city of Tebing Tinggi.

The research method used in this study is a quantitative and descriptive method with the type of causal relationship investigation, using Structural Equation Modeling (SEM) analysis techniques using SmartPLS 3.0 software. The sampling technique used in this study is *non-probability sampling* by using the approach *purposive sampling* with a total of 100 respondents.

Based on the results of descriptive analysis, it can be concluded that the Product Quality variable with a value of 85.49% is in the very good category. Brand Image with a value of 85.07% very good category. Sales Promotion with a value of 63.5% category is quite good. Purchase Decision with a value of 79.62% good category. And Consumer Satisfaction with a value of 77.02% in the good category.

Based on the results of this study, it was concluded that the results of hypothesis testing showed that product quality had a positive and significant effect on purchasing decisions. Brand Image has a positive and significant effect on Purchase Decisions. Sales Promotion has a positive and significant effect on Purchase Decisions. Purchasing decisions have a significant positive effect on purchase satisfaction. Product Quality has a significant effect on Consumer Satisfaction through Purchase Decisions. Brand Image has a positive and significant effect on Consumer Satisfaction through Purchase Decisions. Sales Promotion has a positive and significant effect on Consumer Satisfaction through Purchase Decisions.

Keywords : Product Quality, Brand Image, Sales Promotion, Consumer Satisfaction, Purchase Decision