

## ABSTRACT

*Technological developments are now growing rapidly, this is indicated by the many industries that utilize technology as part of their business processes, and E-commerce is a form of current technological progress even up to 2023 it is projected that the use of E-commerce will continue to grow. There are several categories of consumer goods in E-Commerce, one of which is food products. In 2022, snack food products have the highest sales compared to other similar food products. one of the popular snacks in E-Commerce are Basreng (Fried Meatballs) products. This research was conducted to determine the effect of product quality, price and promotion on purchasing decisions for basreng products in E-Commerce.*

*This research uses a quantitative method with a descriptive research type. Samples were taken using non-probability sampling method, with a total of 150 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*Based on the results of descriptive analysis on product quality, price, promotion and purchasing decisions are in the good category. The results of the multiple regression analysis technique show that product quality, price and promotion have a significant effect either partially or simultaneously on purchasing decisions for basreng products in E-Commerce by giving an effect of 52.1% and the remaining 47.9% is influenced by other variables not mentioned in this research.*

***Keywords: Product Quality, Price, Promotion, Purchase Decision, Consumer Behavior***