

ABSTRACT

The COVID-19 pandemic has made multivitamin products much sought after by the public to maintain their immune system. People's decisions to buy vitamin products are believed to be influenced by many factors. The purpose of this study was to determine whether brand image, product price, sales promotion are variables that influence consumer purchasing decisions on ABC Multivitamin products at Watsons Indonesia stores. The data collection method used a closed questionnaire distributed via Microsoft form and analyzed using multiple linear regression. The results of this study indicate that brand image, product price, sales promotion partially and jointly influence the purchasing decisions of ABC Multivitamin consumers at Watsons Indonesia stores. Therefore, PT XYZ must improve its brand image, product price, sales promotion so that consumer decisions to buy ABC Multivitamin products at Watson Indonesia stores continue to increase.

Keywords: brand image, product price, sales promotion, purchase decision,

Multivitamin, Pandemic COVID-19