

**PENGARUH PROMOSI DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN ROKOK DJARUM SUPER (STUDI KASUS
KONSUMEN ROKOK DJARUM SUPER DIKOTA SEMARANG)
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A. ABSTRACT

The development bisnis cigarette this time is very competitive. There are many kinds of cigarette and cigarette company likes Gudang Garam, Sampoerna, Djarum and Bentoel. The fourth cigarette company are “top four” in Indonesia, where the total market all cigarette morethan achieve 80 persen. Djarum Super are each other kinds cigarette cretec filter that more people interest in Indonesia especially the young people.

For the aim of this observation are influence promotion to purchasing assurance, influence quality product to purchasing assurance,promotion and quality product to purchasing assurance. Observation sampling used is 100 people that share to 3 district likes Banyumanik, Semarang Tengah, and Semarang Utara. Technic sampling used accidental sampling, exactly taking over technic for the observation result that the calculation SPSS program are $Y = 0,305 + 0,161X_1 + 0,496X_2$ and to be influence positive and significant beetwen promotion and quality product to the purchasing assurance.