

## **ABSTRACT**

*This study aims to analyze the factors that influence purchase decision of tourism products at the Sunan Kalijaga Tomb. Primary data was obtained through a questionnaire distributed online via Google Form with a sample of 125 respondents who had visited and purchased tourism products at the Sunan Kalijaga Tomb. The analytical tool in this study is SPSS Statistics 23. The results show that the price perception and destination image variables have a positive and significant influence on the purchase decision of tourism products at the Sunan Kalijaga Tomb, while the other two variables, strategic location and implementation of Islamic business ethics do not has a significant influence on the purchase decision of tourism products at the Sunan Kalijaga Tomb. The suggestions for this study are for managers to improve the facilities, and for all sellers to increase the Islamic business ethics and product quality so that peoples who visit this tourist attraction can feel more safe, calm and comfortable when visiting the Sunan Kalijaga Tomb.*

*Keywords: purchase decision, strategic location, price perception, destination image, implementation of Islamic business ethics.*