

ABSTRACT

Business competition is a natural thing in the industrial world. Each company competes to offer a variety of advantages and benefits of products marketed with the aim to gain profit. In the face of such competition, company management must be ingenious in creating a certain bond between the product it offers and the consumer. Companies are required to be able to determine the right marketing strategy in order to survive and win the competition, so that the goals of the company can be achieved.

The population in this study is the community of Semarang City which is a consumer of Buck Store Users with age limit criteria between 18-55 years, because at that age the customer is considered as productive buyer (potential). samples taken in the study obtained for 96.04 then rounded up to 100 people. Analyzer used is multiple linear regression which first tested by using validity and reliability test.

The result of the research shows that product diversity influence to purchasing decision of Buck Store User product, Price influence to purchasing decision of Buck Store User product. Service Quality affects purchasing decisions of Buck Store User products. Location affects the purchasing decisions of Buck Store User products.

Keywords: Product diversity, Price, Service Quality, Location and purchase decision