

ABSTRACT

The purpose of this research is to know the influence of Service Quality, Brand Image, Product Quality, Promotion, and Store Atmosphere on Purchasing Decision (Study at My Sorella Boutique in Semarang). Developments that occur in the fashion world in Indonesia is currently growing rapidly, especially the development of famous brand mock bags. This is caused by the needs and conditions of society, especially women, which include various things, such as lifestyle, economic, social, political and cultural influence the emergence of new trends. Trend changes are currently very fast, just under a month's time a new trend has emerged. Technological developments exploited by manufacturers make new trends quickly spread in the community. With the rapidly changing trend, consumers are encouraged to follow and adapt to the new trends to keep up with the trend.

The population in this study is the people of Semarang City which is the consumer of My Sorella Boutique in Semarang with the criterion of age limit 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 results showed that the quality of service influence on Decision Purchase products My Sorella Boutique in Semarang. Brand Image influence the Decision of Purchase of My Sorella Boutique product in Semarang. The quality of the product affects the Decision Purchase of My Sorella Boutique product in Semarang. Promotion affect the Decision of Purchase of product of My Sorella Boutique in Semarang and Atmosphere Atmosphere influencing to Purchase Decision of My Sorella Boutique product in Semarang.

Keywords: service quality, brand image, product quality, promotion and store atmosphere to purchase decision