

## **ABSTRACT**

*This study aims to analyze the influence of product variant and product quality on purchase decision by using product attractiveness as an intervening variable. This is a case study on consumers of McDonald's fast food restaurant in the city of Semarang. This study aims to determine the influences of the variables on purchasing decision.*

*A total of 120 respondents are selected using purposive sampling method under the criteria of those who have made a purchase of products at McDonald's in Semarang since May 2015. This study utilizes Maximum Likelihood method using AMOS program version 22.0*

*The result showed that the product variant and product quality both have positive influence on purchase decision, either through product attractiveness as an intervening variable or as direct influence. Also, product attractiveness has positive influence on purchase decision as well.*

**Keywords:** *Product variant, Product Quality, Product Attractiveness, Product Appeal, Purchase Decision*