

## **ABSTRACT**

*A venture business especially in the field of culinary must issue the products should adapt to the needs and desires of consumers . So the products can compete in the market ,making consumers have many choices of products before making a decision to buy a product that is offered . If consumers have a choice between making a purchase and do not make a purchase or option to use the time , the consumer is in a position to take a decision . Consumer decision may be influenced by several variables , this study analyzed the quality of products , quality of service , price , and location . The population in this study is that consumers who buy a product that is offered at Waroeng Bamboo Tembalang , Semarang . The sample in this study was 100 consumers.*

*The sampling technique in this study was done by using Non Probability Sampling with incidental sampling technique , the sampling technique by coincidence , that anyone who happened to meet with researchers and considered fit to be the source of the data will be sampled this study . Methods of data collection using kuesioner. Teknik analysis used is quantitative data analysis methods.*

*Analyss results using multiple regression showed that : Product quality proven influence on purchasing decisions . Quality of Service proven influence on purchasing decisions . Price shown to influence the purchasing decision , and location proved to influence the purchase decision .*

**Keywords** : *product quality , service quality , price , location , purchasing decisions*