

## **ABSTRACT**

*Current economic developments encourage competition in various sectors, especially in the same type of business, namely retail. The tight of competition make businesses compete in increasing sales to obtain the expected profitability. Therefore, efforts are needed to increase the purchasing decisions of consumers. The purposed of this study was to analyze the influence of independent variables of word of mouth, the quality of service, product quality, and location through the dependent variable is a purchase decision.*

*This research used primary data obtained from the distribution of questionnaires. The technique of sampling in this study using accidental sampling method. The number of samples obtained by 100 consumers LEO Fashion stores located in Karangjati, regional of Semarang. Data analysis in this study using multiple linear regression techniques.*

*The results of this study indicate that the variable word of mouth, the quality of service, product quality, and the location has a positive influence and significant on purchasing decisions to LEO Fashion stores in Karangjati, region of Semarang, either partially or simultaneously.*

*Keyword : Word of mouth, service quality, product quality, location, purchasing decision*