

## **ABSTRACT**

*The aim of this study was to know whether the product quality, price perception and brand image have a statistically significant impact on buying decision Olive Fried Chicken Tembalang Semarang. And analyzing the predominant factor in influencing the buying decision Olive Fried Chicken Tembalang Semarang. This search sample amount of 100 respondents using as the sample by Accidental Sampling technique, that means those accidentally meet and considered to be the samples.*

*Based on the result of the study, it was found the regression equation as follows:*

$$Y = 0,412 X1 + 0,192 X2 + 0,265 X3$$

*The most powerful dependent variable was the product quality (0,412) and were followed by brand image (0,265), and the last variable that price perception (0,192). The hypothesis testing using t-test showed that the all independent variables(product quality, price perception and brand image) have the positive and statistically significant impact to the dependent variable, that was the buying decision of Olive Fried Chicken Tembalang Semarang. Based on the customers point of the view it means that three independent were become the important factors on buying decision of Olive Fried Chicken Tembalang Semarang products. Figures adjusted R square of 0,475 indicates that 47,5 percent of the buying decision could be explained by quality of products, perception price and brand image variables, meanwhile 52,5 percent of the rest were the impact of the other variable which not examined in this study.*

*Keywords : Quality of products, perception price, brand image, buying decision.*