

## **ABSTRACT**

*This study aims to analyze the influence of product, price, promotion and place to the purchase decision (the study of The Body Shop Java Mall Semarang). This study used four independent variables are product, price, promotion and place with one dependent variable, namely the purchase decision. In connection with the purchase decision, in this study focuses on factors that could cause consumers to make purchase decisions, namely product factor, price, place, promotion.*

*The data in this study were collected through questionnaires and implemented to 100 consumers of The Body Shop Java Mall Semarang as the study sample. Data analysis methods used are quantitative analyzes, the test reliability and validity, the classical assumption test, t test and F test, coefficient of determination as well as multiple linear regression analysis.*

*Based on the results of data analysis, showed that: product variables have significant and positive impact as well as having the greatest influence on purchase decisions, price variables have positive and significant influence on purchase decisions, place the variable has a positive and significant influence on purchase decisions, promotion variables have a positive influence and significant impact on purchasing decisions.*

*Keywords : Product, Price, Promotion, Place, purchasing decisions*