

ABSTRACT

This research aims to determine how much influence the product quality , perceived price and strategically location of the buying decision stability Citra Busana Clothing Store. And the study also aims to analyze the factors that influence whether the most dominant decision purchase Clothing Store Citra Busana in Kalinyamat Jepara .

The population in this research are all consumers Citra Busana stores ever decide to buy clothes in Citra Busana Stores. The samples used in this study were taken of 100 respondents using non-probability sampling technique with accidental sampling approach. Method that used in this study is multiple linear regression. Result of this study shows the regression equation formed $Y = 0,165 X1 + 0,529 X2 + 0,368 X3$. Which means that perception price have the highest effect than other the two independent variables such as strategically and quality product

Simultaneously, the result shows that quality product, perception price, and strategiccally location variables the positive and significant effect on steadiness decision purchase.

Keywords : product quality, perception of price, strategically location, steadiness decision purchase.