ABSTRACT

This study aimed to analyze the impact of service quality, perceived price, quality products and Word of Mouth on purchasing decisions in Toko seni kerajinan Mas & perak sulaiman intan Permata at Semarang

The population used is the customers who've purchased the product in Toko Seni Kerajinan Mas & Perak Sulaiman Intan Permata. The amount of sample that is used as much as 100. Then the data were analyzed using multiple regression analysis. This analysis includes the Validity, Reliability Test, Regression Analysis, Classical Assumption Test, Hypothesis Testing through F test and t test, and analysis of the coefficient of determination (R^2).

Based on the research results, obtained by regression equation: $Y = 0,187$ $X_1 + 0,284 X_2 + 0,234 X_3 + 0,320 X_4$. Based on statistical data analysis, indicators in this study are valid and variables are reliable. In the classical assumption test, regression models free of multicoloniarity, doesn't occurheteroskesdasticity, and have normal distribution.

Individually, the variable wich has most impact is Word of Mouth variable with a regression coefficient of 0.320, followed by price perception variable with regression coefficient of 0.284, then the quality of the product variable regression coefficient of 0.284 and variable which has the lowest influence is variable quality service with a regression coefficient is 0.187. All Hypothesistested using t test showed that the variable quality of service, perception of price, quality products and word of mouth is found to significantly affect dependent variable (purchase decision). Then through the F test can be seen that the independent variable feasible to test the dependent variable (purchase decision). Result from Adjusted R Square of 0.648 or 64,8% indicates that purchase decision variable can be explained by the variable quality of service, perception of price, quality products and Word of Mouth on purchasing decisions, while the remaining 35.2% is explained by other variables out side the four variables used in the study .

Keywords: Purchase Decision, Service Quality, Perceived Price, Quality Products, Word of Mouth