## ABSTRACT

This research is motivatedsalesdecreaseGeolePublic Eatingin the period2011-2013. The decline insalescan be formulatedthathathowconsumers makepurchasing decisionsin thePublic Eatingfoodin the middleGeolephenomenonincreasingly fierce competition. This study aimedtoexamine the effect ofpriceperception, location, andqualityproductsto the purchasing decisioninPublic EatingGeoleSemarang.

This studyusingaccidental sampling methodtosamplefromthe populationnumbered100 peopleDelicatessensconsumersGeoleSemarang. The analytical methodusedismultiple linear regression. The results ofthe studyfound thatthe followingregressionequation:

$$Y = 0.262\ X_1 + 0.377\ X_2 + 0.289\ X_3.$$

Based onstatisticaldata analysis, the indicatorsin this study arevalid and reliable. In theclassicalassumption test, regressionmodelsmultikolonieritasfree, does not occurheteroscedasticity, andnormal distribution. The greatestvariableis the variablelocationof0.377, whilethe smallestvariableis price of0,262. The results ofthe studyfound thatall ofthe independentvariablesanda significantpositiveeffectonthe dependent variable.


Keywords: Price, Location, ProductQuality, andPurchase Decision