

ABSTRACT

This study is to analyze factor affecting consumers purchase decision making. Independent variables are product quality (X1), price suitability (X2), and promotion intensity (X3). Dependent variable is purchase decision making in Djarum Super cigarette consumers in the city of Semarang (Y). Samples were 100 respondents takes by accidental sampling technique.

The analytical using SPSS 13.0 the study conducted, reliability test, validity test, classic at assumption test. The results are :

$$\mathbf{Y = 0,294 X_1 + 0,360 X_2 + 0,190X_3}$$

The determination coefficient (adjusted R²) is 0,473 or 47,3 persen this mean the model developed was good. Price suitability shows the biggest regression coefficient in the model. This implies price suitability is the most important factor affecting consumers purchase decision. The second important factor is product quality and then promotion intensity as the third factor affecting purchase decision.

Keyword : product quality, price suitability, promotion intensity, purchase decision