

ABSTRACT

This research aims to determine a factor of variable influence consisting of product quality, perception, price and service quality of the decision purchase of eating chicken semarang fuel.

The research was conducted by the use of the primary data was .In the sample have used over 100 of respondents and to the technique of the sample collection uses the technique simple random sampling , with the questionnaire used to withdraw the data .The kind of research employed and their intention is nothing but data have been analyzed using linear regression of multiple and apparatus for it is anticipated that analysis was used in the study spss 24.

The results of this research shows that there is a positive influence welfare between, product quality the price, perception and quality of services of the decision to purchase the.The quality of being variable products the most influence over the decision to purchase the, are advised to business operators to improve the quality of their products so that consumers make a purchase on the products.

Keywords: Product Quality, Price Perception, Service Quality, Purchasing Decisions.