ABSTRACT

This study is to analyze some factors affecting product decision making for consument in Semarang City. Independent variables culture (X1), social (X2, personal (X3) and psychological (X4). Dependent variable is product purchasing decision making (Y). Samples that took is 100 respondents with non probability sampling methode with purposive sampling technic.

Analysis methode index number analysis as qualitative analysis, reliability test, validity test, and normality test, regression analysis, goodness of fit test, determination coefficient, simultan significancy (F test) and individual parameter significancy (t test). All output adsjust with testing criteria. Regression output is

Keyword : quality basic *culture values, quality of sociaizationl, individual quality, attitude, purchasing decision making*