ABSTRACT

This study aims to determine the effect of the product quality, the perception of price, and word of mouth communication of furniture purchasing decisions at the CV. Mega Jaya Mebel Semarang. The independent variables are product quality, perception of price, and word of mouth communication affect the purchase decision as the dependent variable.

The population in this study are buyers of the CV. Mega Jaya Mebel in Semarang. Samples were taken of 100 respondents using a Probability sampling technique. Data was collected using a survey method through quetionnaires filled out by consumers. Then, the data obtained were analyzed using multiple regression analysis. This analysis includes the validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing through the F test and t test, and coefficient of determination analysis (R^2).

Based results, obtained regression equation: $Y = 0,226\ X_1 + 0,347\ X_2 + 0,306\ X_3$. Based on statical data analysis, the indicators in this research is valid and the variabels are reability. In testing the assumption of classical, model regression multikolonieritas, does not occur heterokedasitas, and normal distribution. Individually, the variables have a greater influence is Perceptions of Price variable with a regression coefficient 0,347, followed by Word of Mouth Communication variable with the regression coefficient 0, 306 and the variables have the least influence is Products Quality with the regression coefficient 0,226. The computation of hypothesis using the t test showed that the independent variable in meticulous proved significant. Then through the F test can be know that the independent variable is feasible to test Purchasing Decisions dependen variable. Figures adjusted R square of 0,505 indicates that 69,1% variable of consumer satisfaction can be explained by three independent variables in the regression quation. The remaining 49,5% is explained by other variable out side of the three variables used in this study.

Key words: Purchasing Decisions, Products Quality, Perceptions of Price, Word of Mouth Communication.