

ABSTRACT

This study aims to determine whether price, consumer motivation and the place or location influence on food purchasing decision in Pujasera “Jaya Makmur” and analyzing the most dominant factor in influencing purchase decisions of food in Pujasera “Jaya Makmur” in Semarang.

In this study the population is consumers of Pujasera “Jaya Makmur” in Semarang. The samples in this study using the Non-Probability Sampling, which is all elements of the population does not have the same opportunity to be selected into the sample. Method of sample collection using accidental sampling, sampling techniques based on chance, namely anyone who happened to meet with investigators can be sampled if the person is suitable or appropriate as a data source.

Based on statistical data analysis the indicators in this study are valid and the variables are reliable. In the test of the assumption of classical, model-free regression multikolonieritas, does not occur heteroscedasticity in regression models. Order individually from each of the most influential variable is a variable of consumer motivation, then the price variable, and the last is a variable location or place. Advice on Pujasera “Jaya Makmur” to retain the right elements that have been judged either by the costumer. Also Pujasera “Jaya Makmur” to always pay attention to costumers complaints by minimizing costumer complaints.

Keywords: price, consumer motivation, place, decisions purchase