ABSTRACT

The research was motivated by a decrease of Oasis Batik Pekalongan At the end of the year 2010-2011, a decrease occurred in December 2010 to February 2011. This is due to the existence of several new stores are located in Pasar Grosir Setono Pekalongan at the end of the year2010

The purpose of this research conducted to determine whether the effect of product, price, promotion and distribution of purchasing decisions. The research was conducted on consumers Oase Batik Pekalongan and the number of samples as much as 100 respondents the specified using the making method types Non-Probability sampling is accidental Sampling. Analytical methods used were quantitative analysis of multiple regression analysis. Data that meets the test of validity, reliability testing, and test the assumptions of classical processed resulting regression equation as follows:

$$Y = 0.250 \, X1 + 0.335 \, X2 + 0.204 \, X3 + 0.248 \, X4$$

Based on the equation of multiple regression analysis the price variables have the most impact on purchasing decisions for 0335, followed by products variable amounting to 0.250 and 0.248 for the distribution variable. While the promotion variables have an influence lowest compared to other variables for 0204. Hypothesis testing using t tests showing that the four independent variables are product (X1), price (X2), promotion (X3) and distribution (X4) which investigated proved positively and significantly affect the dependent variable is the purchase decision. Then through the F test can be seen that the variables product, price, promotion and distribution eligible to test the dependent purchasing decisions. . Adjusted R Square explained figures that 84.6% of purchase decisions variation can be explained by the four independent variables in multiple regression equations. While the rest of 15.4% is explained by other vaariabel beyond the four variables used in this study.

Key words: Purchasing Decision, Product, Price, Promotion, Distribution