

ABSTRACT

This research aimed to investigate factors that could influence consumer buying decision concerning service of both wedding and event organizer. Used factors were price, promotion, company reputation and service quality that been hypothesized influence to buying decision of both wedding and event organizer services.

Analysis method used to analysing influence of price variable, promotion, reputation and service quality to buying decision was by using double regression analysis support by statistical SPSS for window version 16 and hypothesis examination which oriented to, when probability value < 0.05 therefore conclude that H_a accepted and when Probability value > 0.05 therefore H_a rejected.

Research result obtained that all of independent variable have positive and significant influence to the independent variable was buying decision. From statistical result of double regression analysis by using SPSS program assistance, regression equation of $Y = 0.536 X_1 + 0.187 X_2 + 0.319 X_3 + 0.410 X_4$. simultaneously price variable (X_1), promotion (X_2), company reputation (X_3) and service quality (X_4) reasonable to explain it binding variable, was buying decision because calculation F test coefficient about 28.106 and signification level < 0.05 was 0.000.

Keywords : price, promotion, company reputation, service quality and buying decision