

ABSTRACT

The aims of this research are to know whether quality of product, price, location, and quality of service affect consumer's decision to buy in Waroeng Spesial Sambal in Semarang; and also to analyze the dominant factor that affect consumer's decision to buy in Waroeng Spesial Sambal Tembalang Semarang.

The population in this research is the consumer of Waroeng Spesial Sambal Tembalang Semarang. The sample is taken from 100 respondents with the Non-Probability Sampling technique with Accidental Sampling approach that the determination of the sample is accidentally taken—those who meet the researcher can be a sample if deemed appropriate.

Based on the result showed obtained by regression equation as follows : $Y = 0,203 X_1 + 0,252 X_2 + 0,250 X_3 + 0,216 X_4$ Based on the statistic data analysis, the indicators in this research is valid and the variable is reliable. In the classical testing assumption, the regression model is free multicollinearity, the heteroscedasticity does not occur, and normal distribution. The most influential variabel is variabel price with a regression coefficient of 0,252, while the variable that affect the lowest quality of product with a regression coefficient of 0,203. The suggestion from the writer to Waroeng Spesial Sambal Tembalang Semarang is by enhancing product quality, competitive pricing, location security and good service quality.

Keywords: Quality of product, price, location, quality of service, buying decision