

ABSTRACT

The aim of this study was to know whether the product quality, brand, and advertisement and price have a statistically significant impact on buying decision of simpati products, and analyzing the predominant factors in influencing the buying decision at the Diponegoro University.

All of the Diponegoro University's students were the population and 100 respondents among them were chosen as the sample by Accidental Sampling technique, that means a chance based sampling technique. Everybody that meets by chance has the same opportunity to be chosen as the sample.

Based on the result of the study, it was found the regression equation as follows: $Y = 0,310 X_1 + 0,164 X_2 + 0,264 X_3 + 0,254 X_4$ the most powerful dependent variable was the product quality (0,310), and were followed by advertisement (0,264), price (0,254), and brand (0,164) as the last variable that has the smallest (product quality, brand, advertisement, and price) have the positive and statistically significant impact to the dependent variable, that was the buying decision at the Diponegoro University. Based on the customer's point of view it means that all of four independent variables were become the important factors to be coefficient (adjusted R^2) was 0,785, it means 78,5 % of the buying decision could be explained by product quality, advertisement, and price variables, meanwhile 21,5% of the rest were the impact of the other variables which not examined in this study.

Keywords: product quality, brand, advertisement, price, buying decision.