

ABSTRACT

This study is to analyze factor affecting consumers purchase decision making of wrist watch. Independent variables are product perception (X1), price perception (X2), and promotion effectiveness (X3). Dependent variable is purchase decision making in wrist watch at "Star Watch" store of Semarang (Y). Samples were 100 respondents takes by convinience sampling technique.

Using SPSS 17.0 the study conducted, reliability and validity test, classical at asumption test as well as a regression test. The results are :

$$\mathbf{Y = 0,390 X_1 + 0,200 X_2 + 0,343X_3}$$

The determination coefficient (adjusted R^2) is 0,639 or 63,9 percent, of wrist watch This means the model developed was good. Product perception shows the biggest regression coefficient in the model. This implies product perception is the most important factor affecting consumers purchase decision of the wrist watch who bought at "Star Watch" store. The second important factor is promotion effectiveness and then price preception as the third factor affecting purchase decision.

Keyword : product perception, price perception, promotion effectiveness, purchase decision making