ABSTRACT

The purpose of research want to know the effect of quality service, perception of price, and promotion to purchasing decisons of KA Argo Muria Services. The population in this study are the customers who use the service of KA Argo Muria at Semarang who has been at least two times. Sampling in this study using non-probaility sampling technique, and the type of accidental sampling method. The analysis used ini this study include test validity, test reliability, classical assumption test, multiple linear regression analysis, and hypothesis testing including t tst, F test, and the coefficient of determination (R^2).

*Result of multiple regression analysis is, **Y = 0,493 X_1 + 0,413 X_2 + 0,139 X_3.** It means that all independent variables, the quality of service, perception of price and promotion have a positive influence on the dependent variable, purchasing decisions.*

The independent variable is the most influential of the dependent variable is the variable a Quality of service (0,493), followed by a Perception of price (0,413), and the last is the variable promotion (0,139). And the coefficient of determination (adjusted R^2) is 0,699. This means that 69,9% purcahsing decisions is affected by a variable perception of price, quality of service and promotion. While the remaining 30,1% is influenced by other variables that are not addressed ini this study.

Keywords   : purchasing decisions, quality of service, perception of price, promotion