

## **ABSTRACT**

*The tourism industry is growing very rapidly, giving rise to intense competition among the tourism industry itself. Efforts are made by local government and tourism industry to maintain in order to remain a choice for tourists, especially foreign tourists in order to become a loyal customer. Therefore, they must know that every tourist has a view or a different perception. This study, tried to analyze the factors that influence the decisions of foreign tourists to holiday in Semarang, which includes the variable product, place, price, and promotion (marketing mix).*

*The population in this study were foreigners residing in Semarang. Techniques used in sampling in this study is nonprobability sampling i.c accidental sampling. Samples are taken of 100 respondents. Methods of data collection is done by providing the questionnaires to the respondents to be filled. Data were analyzed by using SPSS.*

*The results of this study indicated that the variable product, price, place and promotion (marketing mix) has a positive and significant influence on the decision of foreign tourists to holiday in Semarang.*

*Keywords : The decision makings made by foreign tourists vacationing in the city of Semarang, product, place, price, promotion.*