

ABSTRACT

This study aims to determine whether the location, price perception, and products affect consumer purchasing decisions of Waroeng Cowek Ireng branches Tusam, Semarang and analyze the most dominant factor in influencing consumer purchasing decisions of Waroeng Cowek Ireng branches Tusam, Semarang.

The population in this study is the consumer Waroeng Cowek Ireng. Samples were taken about 100 respondents using Non Probability Sampling technique with accidental sampling approach, it is determined sampling technique based on accidental meeting, namely, who happened to meet with researchers can be determined as sample if deemed suitable. The results of further analysis proves that the three variables used in this study, the price perception variable shows the results of the most dominant in influencing purchasing decisions with a regression coefficient of 0.343 followed by the location variable with regression coefficient 0.277 and the products variable with a regression coefficient 0.265. the results of the study were that all the independent variables and significant positive effect on purchasing decisions throught the F test and T test, while the value of Adjusted R Square of 0.565 indicates that the independent variables can explain the variation 56.5% purchasing decisions. A percentage of 43.5% is explained by other variables outside of the three variables used in this study.

Keywords : Location, Perception Price, Product, and Purchase Decision.