

ABSTRACT

This research was conducted as a decline in sales at Stove Syndicate Cafe for several months, so we have to know what factors that influence the purchase decision . This study aims to determine the effect of price , location and product quality on purchase decision on Stove Syndicate Café Semarang and which ones have the most impact.

The research data was collected from 100 consumers Stove Syndicate Café Semarang. Sampling in this study using non- probability sampling technique . The analysis used in this study is multiple regression analysis . Before multiple regression analysis also do validity and reliability testing and classical assumption testing. And after that also do the hypothesis testing and coefficient of determination

Regression analysis showed variable of price, location and product quality have a positive influence to the purchase decision . The most influential variable was quality of product, followed by price and the location. The analysis result using T test showed that price , location and quality of the products individually have a significant influence on purchasing decisions This equation model had F value of 34.791 with a significance level of 0.000. The analysis result using coefficient of determination was discovering about 50.6% variable of purchasing decision can be summarized by the variant of variable price, location and product quality, whilst 49.4% summarized by other variable which unexplained in this research.

Keywords: Decision purchase, price, location, product quality