

## ABSTRACT

This research to determine whether the factors that influence purchasing decisions are price, promotion and taste, affect the decision of the University Muria Kudus students choose Nojorono tobacco products and analyze the most dominant factor in influencing purchasing decisions Nojorono tobacco products by students at the University of the Muria Kudus.

The population in this study were students at the University of Muria Kudus. Samples taken as many as 92 respondents using Non-Probability Sampling with purposive sampling approach, that sample based on the specific targets, while the sampling criteria were respondents who already felt the cigarette Class Mild.

Based on the research results, obtained by the regression equation as follows:  
 $Y = Y = - 0,133 X_1 + 0,403 X_2 + 0,324 X_3$ . Based on statistical data analysis, the indicators in this study are valid and the variables are reliable. In testing the assumption of classical, model-free regression multikolonieritas, heteroscedasticity does not occur, and normal distribution. Order individually from each of the most influential variable is a variable regression coefficient promotion with 0,403, and taste variables with regression coefficient of 0,324. While the variables that affect the lowest price with a regression coefficient of -0,133. PT Nojorono need to retain the elements that have been assessed by both customers and the need to repair things that are still lacking.

Keywords: *price, promotion, taste, and the purchase decision*