

### ABSTRACT

This study aimed to determine whether the location, promotion and service quality affect the decision to buy XYZ cafe and analyzing the most dominant factor in influencing the decision to buy XYZ cafe in Semarang.

Population in this research are the consumers of Warnet XYZ. Samples taken as many as 100 respondents using the Non-Probability Sampling with accidental sampling approach, namely sampling technique based on coincidence, that anyone who happened to meet with investigators can be sampled if it is deemed appropriate.

Based on the analysis of statistical data, 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 location with regression coefficient of 0.294, and promotions with regression coefficient of 0.318, followed by quality of service with the regression coefficient of 0.299. XYZ Internet cafe needs to retain the elements that have been assessed by both customers and the need to repair things that are still lacking.

**Key words:** location, promotion, quality of service, the decision to buy.