

ABSTRACT

The research was done as one effort to address issues raised in Rasya Batik Pekalongan showing the downward trend in sales during the years 2008-2010. Sales are declining may be an indication that a decline in purchases from customers Rasya Batik. The results of a literature review conducted directs researchers to examine the influence of product quality, and consumers' expectations of a purchase decision.

Data on product quality, consumer expectations and purchasing decisions obtained using questionnaires that have been structured questionnaires were then distributed to 54 respondents. The collected data were then analyzed using multiple regression test to prove whether or not the influence of each independent variable on the dependent variable.

Test results show, statistically proven that the product quality and consumer expectations have a positive and significant influence on purchase decisions. In which of the two independent variables, the expectations consumers have the greatest impact so that the policy implications that run should be focused on improving compliance with the hope that consumers want ..

Keywords: product quality, consumer expectations, purchasing decisions