

## **ABSTRACT**

This study aims to determine how big the influence of product quality, price, promotion and location against of the purchase decision on the Mizone. And this research also aims to analyze the most dominant factors that influence on purchase decision on the Mizone.

The population used are students of the faculty of economics management class of 2011 and 2012 UPN “Veteran” Yogyakarta. The sample on this study are 100 respondents and the techniques used are non-probability sampling technique with purposive sampling. Analytical methods use were quantitative analysis of multiple regression analysis. This analysis includes: validity and reliability, multiple regression analysis, hypothesis testing by t test and F test, and analysis of determination coefficient ( ).

The product quality have the most impact on purchasing decisions for 0,309, followed by location amounting to 0,258, promotion amounting to 0,252. While the price variable have an influence lowest compared to other variables for 0,199. Hypothesis testing using t tests showing that the four independent variables are product quality (X1), price (X2), promotion (X3) and location (X4) which investigated proved positively and significantly affect the dependent variable is the purchase decision (Y). Then through the F test can be seen that the variables product quality, price, promotion and location eligible to the test the dependent purchasing decisions. Adjusted R Square explained figures that 48,8% of purchase decisions variation can be explained by the four independent variables in multiple regression equations. While the rest of 51,2% was explained by other variables outside of the four variables used in this study.

Keyword: product quality, price, promotion, location, purchasing decision.