

ABSTRACTION

This research is motivated by the emergence of competition between old products and the emergence of various new products that enliven competition in particular markets for the product category Mobile. Considering this time, the mobile phone is a necessity item that can't be separated from people's everyday lives certainly lead to increased competition between mobile products to be able to attract the attention of consumers in order to use the Android mobile phone product. The purpose of this study was to determine the effect of product quality, price, promotion and reference group on purchasing decisions

Through the questionnaire method using purposive sampling technique against 80 respondents who use android phones. While the population as respondents in this study were students of the Faculty of Economics II Regular Diponegoro University.

Where the variable Brand Loyalty, Customer Satisfaction, Price, Promotion, and Quality of Service. Hypothesis testing using regression coefficients indicate that the four independent variables found to significantly affect the dependent variable Purchasing Decisions. And then through the F test can be seen that all the independent variables is feasible to test variables depanden Purchase Decision. Figures Adjusted R Square of 0.814 indicates that 81.40 percent of purchase decisions can be explained by the four independent variables in the regression equation. While the remaining 19.60 percent is explained by other variables outside the four variables used in this study.

Keywords: Purchase Decision, Quality Product, Price, Promotion, Reference Group.