

ABSTRACT

This study was conducted to determine the effect of product quality, store atmosphere, and the location of the purchasing decision for fashion products in the city of Palembang. This type of research is done by using a field study / survey. The population in this study are all consumers who never make purchases in the distribution of fashion products. Used as a sample of 100 respondents and using purposive sampling technique. Hypothesis testing using multiple regression method with SPSS ver. 17.0. Data analysis techniques used are validity, reliability test, classic assumption test, multiple regression analysis, t test and F test validity test results showed all the data is valid, reliability testing showed all the data is reliable. The results of multiple regression test showed the quality products, store atmosphere and the location has a positive and significant impact on purchasing decisions.

Keywords: *Quality Products, Store Atmosphere, Location, and Purchase Decision*