

## **ABSTRACT**

*This study aims to analyze how big the influence of product, price, promotio, and place simultaneously and partially againts the purchasing decision indosat ooreedoo. This research was conducted at the UMY of Yogyakarta and became the respondents of the study are students of UMY.*

*Characteristics of respondent in this study is consumer who have used product indosat ooreedoo and students active of UMY. The number of respondents that used in this study was 100. The type of data being used is the primary data and data collection techniques using the survey methods with quetionnaire tools. Data analysis in this study using multiple linear regression using SPSS software.*

*The result of this study showed the relationship between product, price, promotion and place the collectively influence on purchase decisions. Partially relationship between product toward purchase decision are significant, relationship between price toward purchase decision are significant, relationship between promotion toward purchase decision are significant. While the relationship between place toward purchase decision are not significant.*

*Keywords: product, price, promotion, place, purchase decision*