

## **ABSTRACT**

*The research was purposed to find out there were any significant increasing or not for consumer purchasing decisions by using service quality, price and rance of product. The samples in this study were 100 buyer making purchase at Ari Shop who selected by purposive sampling. Population of this research were all of buyer making purchase at Ari Shop. Methods of data collection by questionnaire. Data analysis using multiple regression analysis. The result showed that of three variables that service quality, price and rance of product had influence on customer purchasing decision. F test show that F value =58.018 >  $F_{Table}$ . In addition Adjusted R square value (0.633) which service quality, price and rance of product had effect on process buying decion for 63,3%*

**Keywords:** *Service quality, Price, Rance of product and purchasing desicion*