

ABSTRACT

The Effect of Location and Product Quality on Purchase

Decisions at Caffe S.A.P Kediri.

Name of Student : Getrudis Pati

Email : ritnakoten@gmail.com

Faculty of Economics Kadiri University

Advisor Lecturers : Drs. Sudjiono, MM

Drs. Andi Artono, MM

This study was conducted to determine the effect of location and product quality on purchasing decisions at caffe S.A.P Kediri and which variables have an influence on purchasing decisions at caffe S.A.P Kediri. The data of this research were collected from 30 consumers of S.A.P Kediri caffe. Sampling in this study used non probability sampling technique with an accidental sampling approach. The analysis used in this research is multiple linear regression analysis. The results of simultaneous hypothesis testing (Test F) variable location and product quality have a positive and significant effect on purchasing decisions. In the partial hypothesis test (t test) the location variable and product quality have a positive and significant effect on purchasing decisions. The result of determination test obtained an R Square value of 0.751, meaning that the purchase decision variable can be explained by 75.19% is explained by other variables that are not included in this study.

Keywords : *Location, product quality and purchase decision*