

*The Influence of Service Quality and Location on Consumer Purchase
Decisions for "Hijrah" Bread*

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ABSTRACT

This research is motivated by the importance of purchasing decisions for a business. This study aims to determine the effect of service quality and location on consumer purchasing decisions for Roti "Hijrah" . The population in this research is the consumers of Roti "Hijrah" . intake of 30 respondents. The data used is primary and secondary data. The data analysis technique used is multiple linear regression analysis using the SPSS 22.0 for Windows program. The results of the research conducted by the T-test regression test showed that the variables that had a significant effect on purchasing decisions were service quality and location. The F test regression testing shows that service quality and location simultaneously have a significant effect on purchasing decisions. The variable that has the most dominant influence is the location variable.

Keywords: Service Quality, Location, Purchase Decision