

**THE EFFECT OF SERVICE QUALITY AND LOCATION
ON PURCHASE DECISIONS IN CYON'S COFFEE CAFE
SOOKO DISTRICT MOJOKERTO DISTRICT**

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ABSTRACT

The rapidly growing business world becomes both an obstacle and a threat to business actors in order to win the competition to provide the best and most comfortable service possible. The purposes of this study were (1) to determine whether the service quality and location variables simultaneously had a significant effect on purchasing decisions at the Cyon's coffee Café, Sooko District, Mojokerto Regency, (2) to determine whether the service quality variable had a partially significant effect on purchasing decisions at the Cafe. Cyon's coffee, Sooko District, Mojokerto Regency, (3) to find out whether the product quality variable has a partially significant effect on purchasing decisions at Cyon's coffee Cafe, Sooko District, Mojokerto Regency. The results of research conducted by researchers can be concluded: (1) based on the results of the F test or simultaneously, the independent variable, namely the quality of service and location simultaneously or jointly has a significant effect on the dependent variable, namely the purchase decision. (2) the results of the T test conducted with the results of the service quality variable partially having a significant effect on purchasing decisions, (3) the results of the T test being carried out with the results of the location variable partially not having a significant effect on purchasing decisions.

Keywords: *Quality of Service, location and Purchase Decision*