

**THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PRICE AND  
LOCATION ON PURCHASE DECISION AT ROTI KOPI DELANGGU  
KLATEN REGENCY**

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**ABSTRACT**

*This research aims to test and analyze the simultaneous and partial effect of production quality, service quality, price, and location on purchase decision at Roti Kopi Delanggu, Klaten Regency. Data in this research was taken directly from respondents through questionnaire. This research used nonprobability sampling technique with incidental sampling by taking 50 respondents as sample. The analysis technique used were multiple linear regression, coefficient of determination, F Test and t Test with validity test, reliability test, and classical assumption test. Meanwhile, the analysis tool was IBM SPSS 26 for Windows. Data analysis result showed that the regression equation  $Y = 7,004 + 0,064 X1 + 0,429 X2 + 0,164X3 + 0,085X4 + e$  where the independent variable affected the purchase decision (Y) by 0,392 or 32,9%. The F test analysis result showed that Product Quality, Service Quality, Price, and Location simultaneously affected the Purchase Decision. The analysis result of t test showed that Product Quality had an insignificant effect on Purchase Decision, Service Quality had a significant effect on Purchase Decision, Price had an insignificant effect on Purchase Decision, and Location had an insignificant effect on Purchase Decision.*

**Key Words :** *product quality, service quality, price, location, purchase decisions*