

THE INFLUENCE OF PRODUCT QUALITY, PRICE, LOCATION, AND SERVICE QUALITY, ON THE PURCHASING DECISION AT SEHATEA

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ABSTRACT

This research aims to determine the influence of product quality, price, location, and service quality on purchasing decisions at Sehatea's contemporary beverage kiosks in Bengkalis. The method employed in this study is a quantitative approach with the collection of primary data through questionnaire distribution and secondary data through collaboration with Sehatea's owner. The sample for this research comprises individuals who have previously purchased products from Sehatea, with purposive sampling used to select 100 respondents. Data processing is conducted using the SPSS application version 27. The research findings indicate that, concerning the variables of product quality, price, and location, there is no positive and significant influence on purchasing decisions. However, one variable, namely service quality, has a positive and significant impact on purchasing decisions.

Keywords: Product quality, Price, Location, Service quality, Purchase Decision