

***INFLUENCE OF LOCATION ON THE PURCHASING  
DECISION OF MSMEs “JAJANAN RAJA”***

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*This research aims to determine and analyze the influence of location on purchasing decisions for "jajanan raja". This type of research is a quantitative type of research. Data collection was taken in the form of a questionnaire using a non-probability sampling method, namely a purposive sampling technique. The sample taken was 100 respondents, namely people who had bought "king snacks" MSMEs products. As for the results of the descriptive analysis of location variables, it can be seen that the average mean score is 4.24 and is included in the very high class category. Meanwhile, the results of the descriptive analysis of purchasing decision variables can be seen that the average mean score is 4.18 and is included in the Hight class category. From the calculation of the significance test for the location variable, tcount is 7.193 > ttable 1.984 with Sig 0.000 <  $\alpha = 0.05$ . Thus it can be concluded that location has a positive effect on purchasing decisions, so that the alternative hypothesis  $H_a$  is accepted and  $H_o$  is rejected. So it can be concluded that location influences purchasing decisions for jajanan raja. The magnitude of the correlation or relationship value (R) is 0.588. From this output, the R square coefficient of determination or what is called the coefficient of determination (CD) is 0.346 or equal to 34.6%, which means that the influence of the independent variable Location on the dependent variable of purchasing decisions is 34.6%, so it can be said that 34 .6% of variables influence purchasing decisions at jajanan raja, while the remaining 64.4% (100%-34.6) is caused by variables other than location which are not discussed in this research.*

*Keyboard : location, purchasing decision,MSMEs*