

ABSTRACT

This research was conducted as a decline insales at House Of Moo for several months in a row, so we have to know what factors that influence the purchase decision. This study aims to determine the effect of quality product(X1), quality of service(X2) and location(X3) on purchase decisions (Y) at House OfMoo and which variables have the greatest influence on purchase decisions in theHouse Of Moo.

The population used in this study is that consumers who buy at House Of Moo. The sample collected in this study was 100 respondents. Sampling technique in the study conducted by non probability sampling technique. Data type is primary. Methods of data collection using questionnaires. The analysis technique used is multiple regression. Before multiple regression analysis also do validity and reliability testing and classical assumption testing. And after that also do the hypothesis testing and coefficient of determination

The results of multiple regression analysis shows that, $Y=0,249X1+0,201X2+X30.378$. The most influential independent variable on the dependent variable is a variable location (0.378), followed by the variable quality product (0.249), then the variable quality of service (0,201). T-test results proving that all the independent variables (product quality, service quality and location) has a positive and significant impact on the dependent variable is the purchase decision. And the coefficient of determination (adjusted R²) obtained at 0.483. This means that 48.8% purchase decisions is influenced by the variable quality of product, quality of service and location. And the remaining 51.2% is influenced by other variables

Keyword : Quality Product, Quality Service, Location, Purchasing Decision.