

ABSTRACT

The purpose of this study is to find out the effect of price, location, and service quality oh purchase decisions at Gramedia Bookstore (Study on Customers Gramedia Bookstore Harapan Indah, Bekasi). The population in this study were all customers of Gramedia Harapan Indah Bookstore, Bekasi in stock with an infinite number. The number of samples used is as many as 100 respondents with the criteria of customers who had visited and bought at Gramedia Harapan Indah Bookstore, Bekasi. The sampling method used Non Probability Sampling. The sampling technique in this study used a Purposive Sampling technique.

The results of the study suggest that prices hace a positive but not significant effect on purchasing decisions. Location has a positive and significant effect oh purchasing decisions. Service quality has a positive and significant effect on purchasing decisions.

Keyword : Price, Location, Service Quality, Purchase Decision



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