



UNIVERSITAS ANDALAS

**LOCATION CHOICE AND THE SUCCESS IN MICRO-SMALL SERVICE
BUSINESSES (STUDY AROUND UNIVERSITAS ANDALAS LIMAU MANIS
CAMPUS)**

UNDERGRADUATE THESIS

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ABSTRACT

This study aims to examine the effect of location choice on success in micro-small service businesses around Universitas Andalas Limau Manis campus. The analysis method used is Multiple Linear Regression Analysis, data sources obtained directly from the field through direct observation, interviews, and by providing questionnaires. The dependent variable in this study is business success and the independent variables are location cost, availability of infrastructure facilities, and business environment. The results showed that location cost, availability of infrastructure facilities, and business environment have a positive and significant effect on business success, the independent variables simultaneously have a significant effect on the dependent variable. Of the three independent variables, business environment is the variable that has the greatest influence compared to the other two variables.

Keywords: Location Choice, Business Success, Micro Small Business

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