

**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND
LOCATION ON PURCHASE DECISION OF KEBAB TURKI ZAHARA
IN PADANG**

THESIS


Thesis Proposal is submitted as one of the Requirement for a Bachelor Degree in
Management Department – Faculty of Economic



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**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
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2019**

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ABSTRACT

This research aims to discuss the influence of product quality, service quality, and location on purchase decision of *Kebab Turki Zahara* in Padang. The sample is 115 samples and using purposive technique sampling with the population is consumers of *Kebab Turki Zahara* in Padang that have experience to buy kebab in *Kebab Turki Zahara* at least once. The respondents' age also should be above 15 years. Questionnaire was utilized in gathering information from the respondent and were analyzed using the SPSS 17.0 version. Result of this research showed that Product Quality has a significant influence on Purchase Decision, Service Quality has a significant influence on Purchase Decision, and Location has a significant influence on Purchase Decision.

Keywords: Product Quality, Service Quality, Location, Purchase Decision.

This thesis already examined and passed on January 17th, 2019. This abstract already approved by supervisor and examiners:

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