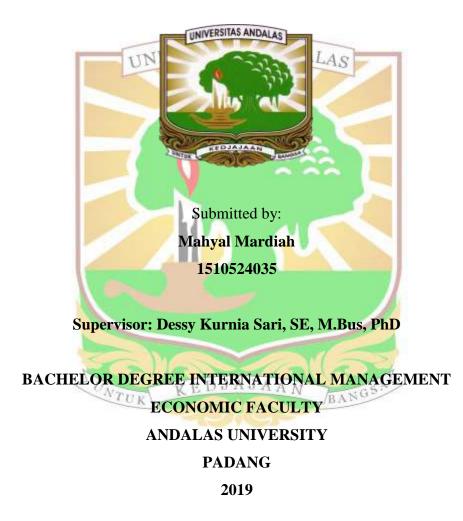
THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND LOCATION ON PURCHASE DECISION OF KEBAB TURKI ZAHARA IN PADANG

THESIS

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



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TI	HE INFLUENCE O	F PRODUCT	QUALITY, SERVI	CE QUALITY, AND
LOCAT	TON ON PURCHAS		N OF KEBAB TURE By: Mahval Mardiah	KI ZAHARA IN PADANO
	Sup		s By: Manyai Maratan urnia Sari, SE, M.Bus, Ph	D
		ERSIA	SANDALAS	
This mean	wh aims to discuss the ini		STRACT t quality, service quality.	and location on purchase decisio
				osive technique sampling with th
population	is consumers of Kebab	Turki Zahara in	Padang that have experie	nce to buy kebab in Kebab Tur
Zahara at	least once. The respon	dents' age also :	should be above 15 yea	rs. Questionnaire was utilized PSS 17.0 version. Result of th
gathering research si	howed that Product Qual	ity has a signific	ant influence on Purchas	Basisian Condisa Opalitat has
resenten a				e Decision, Service Omittiv mis
significant	influence on Purchase D	ecision, and Loca	tion has a significant influ	e Decision, Service Quarty has tence on Purchase Decision.
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