ABSTRACT

This study to determine how big the influence of service quality, price, and location of the purchase decision on the motorcycle stalls located in the city of Banjarnegara. And this research also aims to analyze the most dominant factors that influence on purchase decision of motorcycle stalls located in the city of Banjarnegara.

The population used this study in consumers who ever or frequently eat on the food stalls located in the vicinity of Banjarnegara. The sample in this study are 100 respondents and the technique used are non-probability sampling technique with the approach of accidental sampling (sampling based on chance).

From the analysis result, the indicator in this study are valid and valid variables. And the most dominant factor that influence on purchase decisions are quality of service variable with regression coefficient of xx , then the price variable regression coefficient of xx and the last is the location with regression coefficient of xx. The dependent variables in this study are good enough in explaining the independent variable (purchase decisions). Writer's advice is for motorcycle things tha have been assessed by consumers and repair the things that not good enough in consumers sight

Key words :quality of service, price, location, buying decision.