

ABSTRACT

This study aims to examine the influence of the choice of location for business success on a small micro-business services around campus Undip Pleburan. Based on the literature, there are many factors that influence the choice of business location. However, location decisions are often depends on the type of business, retail business and professional services, the strategy used to focus on maximizing revenue. The main reason of differences in the choice of location is the discrepancy between the needs of each business. A good location is an individual matter when stated simply, "everything depends" on the needs of each business.

This study used data obtained directly from the field, namely by direct observation, interviews, and by giving questionnaires to the owners of small micro-business services around campus Undip Pleburan. Sampling was proportional sampling method and analytical methods used in this study are multiple regression models.

The results showed that proximity to infrastructure, business environment, and the cost of location has positive and significant impact on business success. The results also show the value of adjusted R^2 of 66%. F test results showed a small micro-services business that was around campus Undip Pleburan, the independent variables together significantly influence the dependent variable. Of the three independent variables is the variable cost locations that have the greatest influence than the other two variables. Therefore, in choosing their business location business, owners should pay more attention to the costs to be incurred in obtaining the location of his business.

Keywords: Choice of location, Business success, Small micro-business services