

ABSTRACT

This research aims to analyze the influence of location, promotion and service quality on purchasing decisions in MSME businesses. Feasibility study is the planning, implementation and control of various actions that have been planned to build, create and maintain service quality based on buyer decisions. The method used in this research is associative quantitative research. The aspects studied in this research used primary sampling, and obtained data through questionnaires that I gave to respondents. The researcher's hypothesis will be tested next. Data collection was carried out through field observations, interviews and literature studies. Analysis of data processed using IBM SPSS version 25. The results of the research show that the business location variable on purchasing decisions has a positive and significant effect on purchasing decisions at Warung Bakso and Mie Ayam Pandawa Kepohbaru, while the business promotion variables and purchasing service quality have a positive effect on purchasing decisions at Pandawa Chicken Meatball and Noodle Stall Kepohbaru.

Keywords: *Location, Promotion, UMKM, SPSS*