

ABSTRACT

ANALYSIS OF THE EFFECT OF PRICE, QUALITY OF SERVICE, PAYMENT METHODS AND LOCATION OF COOPERATIVE STUDENTS OF SILIWANGI UNIVERSITY ON PURCHASE DECISIONS OF SI STUDENTS FACULTY OF ECONOMICS, SILIWANGI UNIVERSITY

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A cooperative is a business entity that organizes the utilization and use of the economic resources of its members on the basis of cooperative principles and the benefits of its economic business to improve the standard of living of its members. Siliwangi University has a cooperative which is one of the student activity units called the Koperasi Mahasiswa Universitas Siliwangi (KOPMA UNSIL). When shopping at Kopma, students must make choices as the basis for their purchasing decisions. The purpose of this study was to determine and analyze the effect of price, service quality, payment method and location on purchasing decisions of undergraduate students of the Faculty of Economics, Siliwangi University. This study used a sample of 100 people. The analytical tool used is multiple linear regression and hypothesis testing using t test and F test. The results of this study indicate that: the price, service quality and location variables partially have a positive and significant effect, while the payment method has a positive but not significant effect on purchasing decisions of undergraduate students of the Faculty of Economics at the Siliwangi University Student Cooperative. Adjusted R Square value of 0.688 or 68.8% indicates that purchasing decisions can be explained by price, service quality, payment method and location. While the remaining 31.2% can be explained by other factors not examined in this study.

Keywords: Purchase Decision, Price, Service Quality, Payment Method, Location