

ABSTRACT

Tight competition in the business world occurs in various fields, one of which is the culinary field, for example satay. Sate is a culinary that is much-loved by the public, from young people, adults to the elderly. This is an opportunity for satay businessmen to further develop their business. In the city of Bandar Lampung, precisely in the Bambu Kuning Trade Center (BTC) market area, there are very many who sell culinary satay, one of which dominates, namely the Padang Jam Gadang satay which is located directly opposite the Bambu Kuning Trade Center (BTC) market, which is one of the locations strategic location in Bandar Lampung. This study aims to examine the effect of taste and business location on purchasing decisions for Sate Padang Jam Gadang and find out how the influence of taste and business location variables on purchasing decisions partially and simultaneously. The sample in this study was 100 respondents. By using Slovin's formula. The analytical tool used is multiple linear regression with the help of the IBM SPSS 25 program. The results of this study indicate that taste and business location have a simultaneous and partial effect on purchasing decisions. Taste is the variable that has the most dominant influence on purchasing decisions. From the results of the coefficient of determination, it can be seen that the value of R square is 0.723 or 72.3%. This shows that the magnitude of the influence of the variable taste and business location on purchasing decisions is 72.3%. While the remaining 27.7% is influenced by other variables outside of this study.

Keywords: Taste, Business Location and Purchase Decision