

## ABSTRACT

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**The Influence of Product Quality, Price, Service Quality, and Location on the Purchase Decision of PT Herry Jaya Sentosa Refrigeration Spare Parts and their Review In Perspective Islamic**

116 page + xvi page + 25 tables + 7 pictures + 1 attachment

### Description Abstract

This study aims to determine whether there is an effect of product quality, price, service quality, and location on the purchasing decision of PT Herry Jaya Sentosa's refrigeration spare parts. The population in this study were customers of PT Herry Jaya Sentosa. The sampling technique used is *accidental sampling* with a sample of 100 respondents. This type of research is quantitative research. The types of data used are primary data and secondary data. Data was collected using a *survey* with a questionnaire instrument. The method of data analysis is descriptive analysis, the classical assumption test. The data analysis technique used is multiple regression analysis, t-test (partial), F test (simultaneous), and coefficient of determination through SPSS 26 *for Windows*.

The results showed that: (1) product quality had a positive and significant effect on purchasing decisions. (2) price has a positive and significant effect on purchasing decisions. (3) service quality has a positive and significant effect on purchasing decisions. (4) location has a positive and significant effect on purchasing decisions. (5) simultaneously all independent variables have a significant effect on purchasing decisions. From an Islamic perspective, product quality, price, service quality, location, and purchasing decisions at PT Herry Jaya Sentosa have been carried out in accordance with Islamic principles.

Keywords: product quality, price, quality, location, and purchasing decisions.