

## ABSTRACT

**Nurul Hidayah/ 1900861201221/2024/ Faculty of Economics/ The Influence of Price and Location on Purchasing Decisions at the Zadir Hijab Collection Store, Jambi City/ Advisor I Ahmad Tarmizi, SE, MM / Advisor II Denny Asmas, S.E., M.Si**

Zadir Hijab Collection Jambi City is a shop that operates in the Muslim clothing sector. In setting different prices in each shop, it can have a significant impact on purchasing decisions. Apart from that, restoring locations, which are less strategic, is also very influential. This research was conducted to determine the influence of price and location on purchasing decisions at the Zadir Hijab Collection Jambi City. The aim of this research is to determine the price and location of purchasing decisions at the Zadir Hijab Collection Jambi City.

The data used in this research is primary data. This data was obtained from distributing questionnaires by 99 respondents. This research uses sampling and population among consumers. Zadir Hijab Collection Jambi City. The research method used in this research is quantitative descriptive research.

The results showed that in multiple linear regression analysis,  $Y = 17.021 + 0.536X_1 + 0.325X_2$ . The F test value with f table  $3.09 > F$  count 44,272 can be concluded that price and location have a positive effect simultaneously. Uii T price with t count  $4.749 > t$  table 1.66088 and T test location with t count  $4.123 > t$  table, 1.66088. The Detention Coefficient value is 0.480, which means that variations in changes in Y are influenced by changes in X by 48%. So the magnitude of the influence of price (X1) and location (X2) on purchasing decisions (Y) at the Zadir Hijab Collection Jambi City is 48% while the remaining 52% is influenced by other factors outside this research.

ased on the results of the Adjusted R Square of 0.480 which shows the contribution of the independent variables, namely price and location, can explain the dependent variable, namely purchasing decisions, by 48%, while the remaining 52% is explained by other factors that are not in this research.

The conclusion in this research is that price (X1) and location (X2) have a significant effect on purchasing decisions (Y).

*Keywords: Price, Location, Purchase Decision*