

## **ABSTRACT**

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*Title* : *The Influence of Location, Reputation and Service Quality on Purchase Decisions at the Fuel Station of PT. Lahai Roi*

*Oil is the main energy that is able to support the economic activities of the community, companies and industrial activities. One of the energy that is most needed by the public is energy that comes from petroleum, especially fuel oil. One factor of the high demand for fuel energy is the increasing number of transportation used by the people. In Indonesia, one of the companies that provide fuel is PT. Pertamina. The object of research in this study is the Fuel Station from PT. Lahai Roi. This research was conducted to examine the effect of Location, Reputation and Service Quality, in Partial and stimulant on Purchase Decisions. This study utilized by SPSS (Statistical Program for Social Science) as a method of testing the research results. Respondent who were involved in this study, chosen by using the purposive sampling method and amounted to 100 people in the Yapen Island area who had ever made transactions at fuel station of PT. Lahai Roi. The hypothesis that obtained in this study are location and reputation has not partial and significant influence on purchase decision, service quality has a partial and significant influence on purchase decision and location, reputation and service quality has a simultaneous and significant influence on purchase decision. Suggestions that can be conveyed in this study are fuel station of PT. Lahai Roi able to increase purchase decision through service quality.*

**Keyword** : *Location, Reputation, Service Quality, Purchase Decision, Energy, Fuel Oil.*