

***The Influence of Product Quality, Price, and Location on Bread Purchase
Decisions at UD Roti Mayong Sari Dringu, Probolinggo Regency
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ABSTRACT

UD Roti Mayong Sari is a specialty bakery food company located at Jalan Pegadaian 114, Dusun Gepeng, Kalisalam, Kec. Dringu, Probolinggo. The purposes of this study are (1) to test and analyze product quality, price and location simultaneously have a significant effect on purchasing decisions for bakery products at UD Roti Mayong Sari Probolinggo. (2) To test and analyze the quality of the product partially has a significant effect on purchasing decisions for bread products at UD Roti Mayong Sari Probolinggo. (3) To test and analyze the price partially has a significant effect on purchasing decisions for bread products at UD Roti Mayong Sari Probolinggo. (4) To test and analyze the location partially has a significant effect on purchasing decisions for bread products at UD Roti Mayong Sari Probolinggo. The population in this study are consumers who have made purchases at UD Roti Mayong Sari Dringu, Jember Regency. Sampling using incidental sampling technique as many as 40 respondents. The data used are secondary data and primary data. The data analysis technique used is Multiple Linear Regression Analysis, through the Classical Assumption Test using the SPSS 22 for windows program. From the results of the tests carried out, it can be concluded that: (1) based on simultaneous regression testing or the F test, the independent variables, namely product quality (X1), price (X2), and location (X3) simultaneously or jointly have a significant effect on independent variables, namely purchasing decisions (Y), (2) partial results or t-test that the product quality variable (X1) partially has no significant effect on purchasing decisions (Y), (3) partial results or t-test that the price variable (X2) partially has no significant effect on purchasing decisions (Y), (4) partially results or t test that the location variable (X3) partially has a significant effect on purchasing decisions (Y).

Keywords : *Product Quality, Price, Location, and Purchase Decision.*