

# **Effect of Product Quality, Price, Location on Purchasing Decisions for Rengginang Fish at UD. Windah in Situbondo District**

**Durrotul Fakhriyah**

*Study Program of Agroindustry Management  
Department of Agribusiness Management*

## **ABSTRACT**

*This research is motivated by the existence of business competition in the food sector and also to reveal consumer behavior towards purchasing decisions at UD. Windah in Situbondo District. This study aims to analyze and examine the effect of product quality, price, location on purchasing decisions for fish rengginang at UD. Windah in Situbondo District. The population in this study were all consumers who bought fish rengginang products with a sample of 40 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS 26.00. Overall, the results of this study can be concluded that the variable product quality, price, location have a significant effect on purchasing decisions for rengginang fish at UD. Windah in Situbondo District. Partially the results of this study can be concluded that the variables of product quality, price, location have a significant effect on purchasing decisions for rengginang fish at UD. Windah in Situbondo District. Product quality variable is a variable that has a dominant influence on purchasing decisions for rengginang fish at UD. Windah in Situbondo District.*

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