

***The Influence of Price, Location, and Service Quality for Purchasing Decision
of Barrel Cafe Mayangan District of Probolinggo City***

Rani Indra Cahyaningrum
*Agroindustry Management Study Program
Agribusiness Management Department*

ABSTRACT

Business competition in this day and age is getting tougher, especially café businesses. There are so many cafes that sell similar products so that café owners must be able to attract the attention of consumers in order to win in the competition. Therefore, the location of this study was taken at Cafe Barrel which is located on Jl. MT. Haryono no.10 Mayangan District, Probolinggo City. This study aims to analyze the influence of price variables (X1), location (X2), and service quality (X3) on purchasing decisions (Y) at Cafe Barrel. The population in this study was Cafe Barrel consumers with the number of samples studied, which was 40 respondents. The data collection method in this study was carried out by conducting interviews and distributing questionnaires to respondents. The sampling techniques used in this study were non-probability sampling and incidental sampling. Data analysis in this study uses multiple linear regression analysis, coefficient of determination analysis, F test, and t test to partially analyze the influence between price variables, (X1) location (X2), and quality of service (X3) on purchasing decisions (Y). Data processing is assisted by using the SPSS 26.0 for Windows application. The results of this study show that the price variable (X1) has a significant effect on purchasing decisions (Y), while location variables (X2) and service quality (X3) do not have a significant effect on purchasing decisions (Y). The price variable (X1) is the variable that has a dominant influence on the purchase decision variable (Y) in Cafe Barrel.

Keywords : *Price, Location, Quality of Service, Purchasing Decision*