

***THE EFFECT OF SERVICE QUALITY, PRODUCT  
QUALITY, LOCATION, AND LIFESTYLE ON  
PRODUCT PURCHASE DECISIONS IN  
UMKM ROSAK MEATBALL SILO  
DISTRICT JEMBER DISTRICT***

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***ABSTRACT***

*The rapidly growing business world is both an obstacle and a threat to business actors in order to win the competition in the market for the survival of their company. The purpose of this study is (1) to determine the effect of service quality variables on purchasing decisions, (2) to determine the effect of product quality variables on purchasing decisions, (3) to determine the effect of location variables on purchasing decisions, (4) to determine the effect of style variables live on purchasing decisions. The results of research conducted by researchers can be concluded: (1) service quality variables have a significant effect on purchasing decisions, (2) product quality variables have a significant effect on purchasing decisions, (3) location variables have no significant effect on purchasing decisions, (4) lifestyle variables have no significant effect on purchasing decisions.*

***Keywords: Service Quality, Product Quality, Location, Style  
Life, and Purchase Decision***