

The Influence Of Product Quality, Service Quality And Price On Consumer Purchase Decisions At Grand Cafe Jember

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ABSTRACT

The background of this research is that Grand Cafe Jember is a café with traditional classical and modern minimalist concepts, so that visitors can experience two different concepts in the same place. This study aims to analyze and examine the effect of product quality, service quality, and price simultaneously on purchasing decisions at Grand Cafe Jember. The research method used in thi research is quantitative research methods or survey research methods. The survey conducted in this research is to collect information from respondents through questionnaires. The sampling method or taking samples from existing population, namely product buyers at Grand Café Jember. The analytical tool used in this research is multiple linear regression analysis with the help of the SPSS 21.0 for Windows application. The results of this study indicate that the product quality variable has an insignificant effect on purchasing decisions, the service quality variable has an insignificant effect on purchasing decisions, and the price variable has an insignificant effect on purchasing decisions. The price variable is the variable that has the dominant influence on purchasing decisions at Grand Cafe Jember.

Keywords: *Product Quality, Service Quality, Price Quality, Purchase Decision*