

The Influence of Product Quality, Service Quality, and Price on Purchasing Decisions of Seblak Yummy in Jember

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ABSRACT

As time goes by, there are plenty of food varieties that have become popular in society, one of them is called 'Seblak'. The purposes of this study are: (1) to find out the variables of product quality, service quality and price that might has a simultaneous effect to the purchase decisions of Seblak Yummy customers, (2) to find out the variables of product quality, service quality and price that might has a partial effect on the purchasing decisions of Seblak Yummy customers, (3) to find out the variables that have the most dominant influence to the purchasing decisions of Seblak Yummy customers. As the results of this research and testing carried out, it can be obtained: (1) based on the results of the analysis for the F-test, the independent variables namely product quality, service quality, and price simultaneously have a significant effect on dependent variable of the purchasing decision at Seblak Yummy Tegal Gede, Jember, (2) based on the results of the analysis for the T-test upon the product quality variable, there is no significant effect on the purchasing decision variable, (3) based on the results of the analysis for the T-test, the service quality variable has no significant effect on the purchasing decision variable, (4) based on the results of the analysis for the T-test of the price variable has a significant or partial (individual) effect on the purchase decision variable.

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