

**Factors That Influence the Decision of Consumer Purchasing Decision  
Warung Bakso Solo Pojok Mangli in Jember Regency**  
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**ABSTRACT**

The development of culinary business in various places, especially in Jember Regency is a reaction from the diversity of consumer demand, thus creating prospective business opportunities. Most modern societies consume food in places where eating is not only due to relieving hunger, but also due to prestige and trend factors. Bakso Solo Pojok Mangli is located on Jl. Hayam Wuruk, Karang Miuwo, Mangli, Kaliwates, Jember Regency are expected to be more active in competing with competitors of similar businesses, hoping to improve consumer purchasing decisions. The purpose of this study is (1) To test and analyze the quality of services, products, prices and locations simultaneously influence the purchasing decisions at the Bakso Solo Pojok Mangli stall. (2) To test and analyze the variables of service quality, product, price and location that have a partial effect on purchasing decisions at Bakso Solo Pojok Mangli stalls. (3) To find out and analyze variables that have a dominant influence on purchasing decisions at Bakso Solo Pojok Mangli stalls. From the test results can be obtained that: (1) The results of the test simultaneously or F test that the variable Service Quality (X1), Product (X2), Price (X3), and Location (X4) simultaneously or together significantly influence the variable bound namely Purchase Decision (Y). (2) The results of the partial test or t test, Service Quality Variables (X1) and Products (X2) have no significant effect on Purchasing Decisions (Y). Price (X3) and Location (X4) variables significantly influence Purchase Decision (Y) at Bakso Solo Pojok Mangli, Jember Regency. (3) The partial test results found that the independent variables that had a dominant influence on the Purchasing Decision (Y) in the Solo Pojok Mangli Meatballs stall in Jember were Price (X3).

**Keywords:** Service Quality, Product, Price, Location and Purchasing Decision.