

***EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PRICE ON
THE PURCHASE DECISION OF DONUT PRODUCTS AT BEE DONUTS
JEMBER***

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ABSTRACT

This research was conducted because of increasingly fierce and increasing business competition in the food sector. Bee Donuts is a food business that offers donuts with various variants topping flavor. This study aims to analyze the effect of product quality, service quality, price on purchasing decisions for donut products at Bee Donuts Jember. The population in this study were all consumers who purchased donut products with a sample of 40 respondents. The analytical tool used is multiple linear regression with assistance SPSS Statistic 21. The results of this study can be concluded that the variables of product quality, service quality, price simultaneously have a significant effect on purchasing decisions for donut products at Bee Donuts Jember. Partially the results of this study can be concluded that the product quality and price variables have a significant effect on purchasing decisions, while service quality has no significant effect on purchasing decisions for donut products at Bee Donuts Jember. The price variable is a variable that has a dominant influence on purchasing decisions for donut products at Bee Donuts Jember.

Key words: *product quality, service quality, price and decision purchase*