

The Influence of Product Quality, Brand Image, Location and Price on Purchasing Decisions at Rawit Resto, Jember Regency

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ABSTRACT

Human life is closely related to food, and Resto Rawit is a culinary restaurant located in Jember Regency. This study aims to evaluate the effect simultaneously and partially of the variabels Product Quality, Brand Image, Location, and Price on purchasing decisions at Resto Rawit, and to determine which independent variabels have a dominant effect on the dependent variabel. The population of this study consisted of consumers who bought products directly from Resto Rawit, and the sample used was 50 respondents. The sampling technique used is incidental sampling technique. The analysis carried out in this study includes Multiple Linear Regression Analysis, Coefficient of Determination Analysis, f test, and t test using SPSS 27 software. The results of the study show that simultaneously, the variabels Product Quality (X1), Brand Image (X2), Location (X3)), and price (X4) have a significant influence on purchasing decisions (Y) at Resto Rawit. Partially, Brand Image (X2) and Location (X3) have a significant effect on purchasing decisions (Y), while Product Quality (X1) and Price (X4) have a partially insignificant effect on purchasing decisions (Y). The most dominant variabel influencing the purchase decision (Y) is location (X3).

Keywords: *Product Quality, Brand Image, Location, Price, and Purchase Decision.*