

Influence of Price, Product Quality, Service Quality Against the Purchase Decision on Mie Teror Jember

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ABSTRACT

The background of this research is because of the trend of spicy noodle food wick is widely present, especially in jember regency. One that sells spicy noodle food products in Jember Regency is Mie Teror wichis also the pioneer of spicy noodles in Jember Regency. This study aims to analyze and the test the effect of price, product quality, service quality on consumer purchasing decisions at Mie Teror Jember. The population of this research is all consumers who buy spicy noodle products at Mie teror Jember with a sample of 40 respondents. The analytical tool used in this study is multiple linier resression analysis with the help of SPSS 21. The result of this study can be conncluded that the variable price (X1), product quality (X2), quality of service (X3) simultaneously has a significant effect on consumer purchasing decision (Y) in Jember Teror Noodle. Partially the results of this study can be concluded that the price variable (X1) and product quality (X2) have a significant effect on consumer purchasing decisions at Mie Teror Jember while the service quality variable (X3) has no significant effect on consumer purchasing decision (Y) at Mie teror Jember. Product quality variable (X2) is a variable that has a dominant influence on consumer purchasing decision (Y) in Mie Teror Jember.

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