

***Factors Influencing Decisions to Purchase Crispy Chicken Products in  
Nelongsso Fried Chicken, Jember Regency***

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**ABSTRACT**

*The presence of similar competitors can affect a company's sales level, so that it can influence consumer purchasing decisions and have an impact on company profits. Ayam Goreng Nelongsso is a restaurant one of located on Jl. Kalimantan, Jember Regency. Ayam Goreng Nelongsso has several similar competitors in similar locations, including C'Bezt, Zest Fried Chicken, Hisana, and Ayam Geprek Mang Uung. The purpose of this study was to test and analyze the variables of flavor, price, and service quality on purchasing decisions for crispy chicken products at Ayam Goreng Nelongsso. The population in this study were consumers who purchased crispy chicken products at Ayam Goreng Nelongsso with a sample of 40 respondents. The sampling technique uses incidental sampling technique. The data analysis technique used is validity and reliability test, classic assumption test, multiple linear regression, multiple coefficient of determination (Adjusted R<sup>2</sup>), F test and t test with the help of SPSS 21 for windows. Based on the results of the tests that have been carried out, the following conclusions can be drawn: (1) the variables of flavor, price, and service quality simultaneously influence the purchase decision for crispy chicken products in Ayam Goreng Nelongsso. (2) The flavor variable partially has no significant effect on purchasing decisions, while the price and service quality variables have a significant effect on purchasing decisions.*

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