

***The Effect of Using Social Media, Product Quality and Service Quality on Bread Purchasing Decisions at Fatimah Bakery, Jalan Sumatra Branch, Jember Regency***

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**ABSTRACT**

*The background of this research is the increasingly tight competition in the food business, especially the bakery business. The company that produces bread in Jember Regency is Fatimah Bakery Jember which is located on Jalan Sumatra, Tegal Boto Lor, Summersari, Jember. This study aims to analyze and test the effect of using Social Media, Product Quality and Service Quality on Bread Purchasing Decisions at Fatimah Bakery Branch Jalan Sumatra, Jember Regency. The population in this study were all consumers who bought bread at Fatimah Bakery with a sample of 40 respondents. The analytical tool used in this research is multiple linear regression analysis with the help of IBM SPSS Statistics 21 software. The results of this study can be concluded that the variables Social Media, Product Quality and Service Quality simultaneously have a significant effect on Bread Purchasing Decisions at Fatimah Bakery Branch Jalan Sumatra District Jember. Partially, the results of this study can be concluded that the variables of Product Quality and Service Quality have a significant effect on the decision to purchase bread at Fatimah Bakery, Jalan Sumatra Branch, Jember Regency, while the Social Media variable has no significant effect on Bread Purchase Decisions at Fatimah Bakery, Jalan Sumatra Branch, Jember Regency.*

**Keywords:** *Social Media, Product Quality, Service Quality and Purchasing Decisions.*