

The Influence of Service Quality, Product Quality, Price on Product Purchase Decisions at Geprek Alula Restaurant Semboro District, Jember Regency

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ABSTRACT

Along with the development of the times there are many new food menus, one of which is the food menu that is widely sold by restaurant restaurants now is the Geprek chicken menu. The objectives of this study are (1) To determine whether the variables of service quality, product quality, price simultaneously have a significant effect on purchasing decisions. at Resto Geprek Alula, Semboro District, Jember Regency, (2) To determine whether the service quality variable partially has a significant effect on purchasing decision making at Resto Geprek Alula, Semboro District, Jember Regency, (3) To determine whether the variable product quality partially has a significant effect on making purchasing decisions at Resto Geprek Alula, Semboro District, Jember Regency, (4) To determine whether the price variable partially has a significant effect on purchasing decisions at Resto Geprek Alula, Semboro District, Jember Regency. If done, it can be concluded: (1) based on simultaneous regression testing or F test, the independent variables, namely service quality, product quality, price simultaneously or collectively have a significant effect on the dependent variable, namely the purchase decision, (2) the results partially or t test that the service quality variable partially has no significant effect on purchasing decisions, (3) the partial result or the t test that the product quality variable partially has no significant effect on purchasing decisions, (4) the partial results or the t test that the price variable is partial has a significant effect on purchasing decisions.

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