

The Influence of Product Quality, Service Quality, Brand Image, Price and Location on the Decision to Purchase Chips in UD Dwi Tunggal, Lumajang Regency

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ABSTRACT

This research was motivated by the large number of competitors who sell similar products with the same taste, content and packaging variants in the Lumajang District, Lumajang Regency, one of which is UD Dwi Tunggal. The aim of this research is to analyze and test the influence of product quality, service quality, brand image, price and location on the decision to purchase chips at UD Dwi Tunggal, Lumajang Regency. The population in this study were all consumers of UD Dwi Tunggal Lumajang Regency and the sample consisted of 60 respondents. The analytical tool used is multiple linear regression analysis with the help of IBM SPSS 25 for Windows software. The results of this research are that simultaneously the variables product quality (X1), service quality (X2), brand image (X3), price (X4), and location (X5) have a significant effect on purchasing decisions (Y) for chips at UD Dwi Tunggal, Lumajang Regency . Partially, the variables of service quality (X2) and brand image (X3) have a significant effect on purchasing decisions (Y) for chips at UD Dwi Tunggal, Lumajang Regency, while the variables of product quality (X1), price (X4) and location (X5) have no significant effect. on purchasing decisions (Y) chips at UD Dwi Tunggal, Lumajang Regency. The independent variable that has the most dominant influence on purchasing decisions (Y) for chips at UD Dwi Tunggal, Lumajang Regency is the brand image variable (X3).

Key words: *Product Quality, Service Quality, Brand Image, Price, Location and Purchasing Decisions*