

# **THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGES, AND LOCATION ON SEBLAK THE PREANGER CONSUMERS BUYING DECISION**

**Mutiara Cahayani Romadhona**  
Agroindustry Management Study Program  
Agribusiness Management Department

## **ABSTRACT**

The appearance of Seblak The Preanger in Jember increases the option of places to eat for Jember citizen and also increases the culinary business competition in Jember that can be seen from UMKM data the sector of accommodation providers and food and beverage provider in Jember reaches the number 80.126. So, The Preanger is expected to be more active to compete with similar business competitors, with the hope that it can increase consumers buying decisions. Therefore, need to be done research for the influence of Product Quality, Brand Images, and Location on Seblak The Preanger Jember Consumers Buying Decision. This research was aimed to (1) know and analyze the influence of product quality on consumers buying decision at The Preanger Jember, (2) know and analyze the influence of brand images on on consumers buying decision at The Preanger Jember, (3) know and analyze the influence of location on consumers buying decision at The Preanger Jember, (4) to know and analyze that product quality, brand images, and location simultaneously influence the consumers buying decision at The Preanger Jember. From the analysis results can be concluded that (1) the partially results or t test known that product quality variable partially influences significantly on consumers buying decision, (2) the partially results or t test known that brand images variable partially influences insignificantly on buying decision, (3) the partially result or t test known that location variable partially influences significantly on buying decision, (4) based on regression test simultaneously or F test, the independents variable which are product quality, brand image, and location simultaneously or together significantly influence toward dependent variable which is buying decision.

**Key words:** Product Quality, Brand Image, Location, and Buying Decision