

**INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, PRICE
AND LOCATION ON THE PURCHASE DECISION OF COFFEE
PRODUCTS IN WARKOP CAK WANG JEMBER**

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ABSTRACT

This research is motivated by the fact that Warkop Cak Wang is a coffee that has existed since 2011 and continues to exist until now with various unique characteristics. This study aims to analyze and test the influence of product quality, service quality, price and location on purchase decision at Warkop Cak Wang Jember. This type of research is explanatory research. The research design used in this study is a quantitative approach. The method used is a survey method with questionnaire data collection. The population of this study is consumers shopping at Warkop Cak Wang Jember using accidental/incidental sampling method. The method used is a survey method with questionnaire data collection. The population of this study is consumers shopping at Warkop Cak Wang Jember using accidental/incidental sampling method. The analysis tool in this study is multiple linear regression analysis with the help of SPSS 25.0. The results of this study indicate that based on the above F-test, it can be concluded that the variables of product quality, service quality, price and location have a joint influence on the purchase decision at Warkop Cak Wang Jember. The results of the t-test show that product quality and price have a significant influence on the purchase decision at Warkop Cak Wang Jember. On the other hand service quality and location have no significant effect on purchasing decisions. at Warkop Cak Wang Jember.

Keywords: Product quality, Service quality, Price, Location, Purchase decision