

The Influence of Product Quality, Service Quality, Price, Promotion, and Location on the Decision to Purchase Processed Fish at UD Krapu Watu Ulo, Jember Regency

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ABSTRACT

This research is motivated by the increasing presence of similar business competitors. UD Krapu Watu Ulo is a business that has quite a lot of competitors where the products offered are processed fish. This research aims to analyze and test the influence of product quality, service quality, price, promotion and location on the decision to purchase processed fish at UD Krapu Watu Ulo, Jember Regency. The population in this research are consumers who make purchases at UD Krapu Watu Ulo and the sample consisted of 60 respondents. The analytical tool used is multiple linear regression analysis using IBM SPSS Statistics 26 for Windows software. The results of this research are that simultaneously the variables product quality, service quality, price, promotion, and location have a significant effect on purchasing decisions at UD Krapu Watu Ulo, Jember Regency. Partially, product quality, service quality, and price have a significant effect on purchasing decisions for processed fish at UD Krapu Watu Ulo, Jember Regency, while partially the promotional variables and location have no significant effect on purchasing decisions for processed fish at UD Krapu Watu Ulo, Jember Regency.

Key Words : Product Quality, Service Quality, Price, Promotion, Location and Purchase Decisions