

***The Influences of Product Quality, Price, Brand Image, and Location on
Purchasing Decisions for Otak-otak Bandeng Mak Cah
in Gresik Regency***

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ABSTRACT

Mak Cah Souvenir Center has been established since 1980. The name Mak Cah is derived from the owner's name. The research aims to examine how product quality, price, brand image, and location impact purchasing decisions for otak-otak bandeng Mak Cah in Gresik Regency. The study sample comprises consumers who purchase otak-otak bandeng Mak Cah. A survey method was used, collecting data via questionnaires from potential consumers of the product. Multiple regression analysis, t-test, and F-test was employed to analyze the data. The results show that product quality, price, brand image, and location partially have a significant affect consumer purchasing decisions. The results show that product quality, price, brand image, and location simultaneously have a significant affect consumer purchasing decisions. The study highlights the importance of improving product quality, adopting effective pricing strategies, enhancing brand image, and strategically choosing locations to boost consumer preferences for otak-otak bandeng Mak Cah in Gresik Regency.

Keywords : *Otak-otak Bandeng, Product Quality, Price, Brand Image, Location, Purchasing Decisions*