

***Influence of Product Quality, Service Quality, and Price on Purchase Decisions
at UD Barokah, Juglangan Village, Panji District, Situbondo Regency***

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ABSTRACT

The food industry in Indonesia is one of the fastest-growing sectors and significantly contributes to the national economy. The development of the food industry has also led to increasing competition among businesses, particularly in the processed food industry, such as tofu. UD Barokah is a fried tofu company that has been operating for 25 years, located in Juglangan Village, Rt. 003 / Rw. 004, Panji District, Situbondo Regency. This study aims to: (1) Analyze the simultaneous effect of product quality, service quality, and price on purchasing decisions for tofu at UD Barokah; (2) Analyze the partial effect of product quality, service quality, and price on purchasing decisions for tofu at UD Barokah; (3) Determine the most dominant variable influencing purchasing decisions. The research method used is a quantitative approach with a survey method. The sample consists of 40 customers of UD Barokah. The analytical tool used in this study is multiple regression analysis with the assistance of SPSS 27. The results show that, based on the F-test, product quality, service quality, and price simultaneously have a significant effect on purchasing decisions for fried tofu at UD Barokah in Juglangan Village, Panji District, Situbondo Regency. Meanwhile, based on the t-test, product quality, service quality, and price each have a significant partial effect on purchasing decisions. Price is identified as the most dominant variable influencing the purchasing decision of fried tofu at UD Barokah in Juglangan Village, Panji District, Situbondo Regency.

Keywords: *Product Quality, Service Quality, Price, Purchase Decision.*