

**THE EFFECT OF PRODUCT QUALITY, PRICE, LOCATION ON PRODUCT
PURCHASE DECISIONS AT PT MUBAROK DUA KENCANA
JEMBER REGENCY**

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ABSTRACT

The increasing development of business in Indonesia has resulted in a lot of competition. One way to win the business competition is by maintaining product quality, providing affordable prices, strategic locations. Therefore, it is necessary to conduct research on the Influence of Product Quality, Price, Location on Product Purchasing Decisions at PT Mubarok Dua Kencana, Jember Regency. The objectives of the study are (1) to test and analyze product quality, price, location simultaneously on product purchasing decisions at PT Mubarok Dua Kencana, Jember Regency. (2) To test and analyze product quality, price, location have a partial effect on product purchasing decisions at PT Mubarok Dua Kencana, Jember Regency. (3) To test and analyze variables that have a dominant influence on product purchasing decisions at PT Mubarok Dua Kencana, Jember Regency. The method used in this study is the survey method. The research population is consumers of PT Mubarok Dua Kencana, Jember Regency as many as 40 respondents. The test results show that (1) simultaneous regression testing obtained product quality, price, location variables simultaneously have a significant effect on purchasing decision variables. (2) Partial regression testing obtained results showing that the product quality variable partially had a significant effect on the purchasing decision variable, the price variable partially had an insignificant effect on the purchasing decision variable, and the location variable partially had a significant effect on the purchasing decision variable. Product quality is the most dominant variable in influencing purchasing decisions.

Keywords: *Product Quality, Price, Location, Product Purchasing Decision*