

***THE EFFECT OF PRICE AND PRODUCT QUALITY ON CONSUMER PURCHASING
DECISIONS
CONSUMER PURCHASING DECISIONS ON FRIED CHICKEN
NELONGSO BRANCH JL. MASTRIP JEMBER***

Vannesa Eka Putri

International Marketing Management Study Program

Department of Business

ABSTRACT

This study aims to examine the impact of price and product quality on consumer purchasing decisions, focusing on the variables of price and quality in relation to buying behavior at Ayam Goreng Nelongso's MASTRIP Jember branch. The research employed a non-probability sampling technique, collecting data from 30 respondents. The data processing was conducted by applying multiple linear regression analysis using SPSS version 21. The results indicate that both price (X1) and product quality (X2) collectively have a positive and significant influence on purchasing decisions (Y) at Ayam Goreng Nelongso's MASTRIP Jember branch. However, partial testing reveals that the price variable (X1) is not have a positive or significant effect on purchasing decisions (Y).

Keywords: *price, product quality, and purchasing decisions*