

**THE INFLUENCE OF SERVICE QUALITY, PRODUCT, PRICE, AND  
PROMOTION ON BEVERAGE PURCHASING DECISIONS AT TEA  
BREAK OUTLET MUNCAR, BANYUWANGI**

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***ABSTRACT***

*This study aims to analyze the influence of service quality, product, price, and promotion on beverage purchasing decisions at the Tea Break Muncar outlet, Banyuwangi, both simultaneously and partially, and to identify the variables that have a dominant influence. The background of the study is based on the phenomenon of the increasing trend of modern tea beverage consumption in Banyuwangi, where Tea Break as one of the growing brands offers product variations, competitive prices, diverse promotional strategies, and services that are considered friendly and responsive, which are thought to influence consumer preferences and purchasing decisions. This study uses a quantitative approach with a survey method. The sampling technique used was accidental sampling with a total of 50 respondents. The research instrument was a questionnaire compiled based on the indicators of each variable and measured with a Likert scale and tested with SPSS software version 25, to measure the contribution of independent variables to purchasing decisions. The results showed that all independent variables had a significant influence on purchasing decisions, both simultaneously and partially, with the possibility of product variables or service quality being the most dominant factor.*

**Keywords:** *Service quality, product, price, promotion, purchasing decision.*