

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, SERVICE
QUALITY, AND LOCATION ON PURCHASE DECISION
IN BU TATIK GRILLED FISH STALL
SITUBONDO REGENCY**

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ABSTRACT

This research is based on the increasingly competition of the restaurant business. With many competitors popping up causing revenues to decline, therefore there needs to be research related to product quality, price, quality of service and location as a form of business development to improve purchasing decisions. This study aims to analyze and examine the influence of product quality, price, service quality and location on purchase decision in Bu Tatik grilled fish stall Situbondo Regency. The number of samples that used in this study were 50 respondents. The data Analyzed technique used are Multiple Linear Regression Analysis using SPSS 21.00 for windows program. The test results showed that variable product quality, price, service quality and location simultaneously had a significant impact on purchasing decisions. Partial regression testing of product quality, service quality price and location significantly affect purchasing decisions and dominant variable influence is product quality.

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