

**Pengaruh Citra Merek, Kualitas Layanan dan Lokasi Terhadap Keputusan
Pembelian Konsumen di McDonald's Jember**

*(The Influence of Brand Image, service quality and location of the decisions the
purchase of consumers in the McDonald's)*

Edwiend Senatra

*Agroindustry Management Study Program
Agribusiness Management Department*

ABSTRACT

McDonald's is a moving in the field of food. Jember is one of cities with the level of competition in the field of food high enough. This is increasingly important as more and more business in the field of food popping up in the Jember Regency. This study aims to determine the interaction of variables of brand image (X_1), service quality (X_2) and location (X_3) towards consumers purchase decisions (Y) in McDonald's Jember Regency, either partially or catastrophically. The population in this research is the consumers of McDonald's Jember taken by using accidental sampling technique as many as 40 respondents. The test result can be concluded that : (1) Variable partial image of the brand significant influence on the purchase decision at the McDonald's Jember while the variable quality of service and the location related significantly to the result of the purchase of (2) Simultaneously the variable brand image, service quality and location significantly influence the purchase decision.

Keywords: Brand Image, Service Quality, Locations and Consumers purchase decisions