

The Influence Of Product Quality, Service Quality, And Promotion The Purchase Decision On Mie Gacoan, Jember

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ABSTRACT

This research is motivated by the intense competition in the culinary business in Jember. The culinary business that is now being sought after by many people and is also hotly discussed is the noodle business. One of the innovations that is currently being hit is the processing of noodles with its own characteristic, namely noodles with a level of spicy taste. One of the processed noodles in Jember that serves spicy flavours with certain levels is Mie Gacoan Jember. This study aims to analyze and test the effect of product quality, service quality and promotion on consumer purchasing decisions at Mie Gacoan Jember. The population in this study were all consumers who bought noodles at Mie Gacoan Jember with a sample of 40 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of *SPSS 21*. The results of this study can be concluded that the variable product quality (X1), service quality (X2) and promotion (X3) simultaneously have a significant effect on consumer purchasing decisions (Y) at Mie Gacoan Jember. Partially the results of this study can be concluded that the variable product quality (X1), service quality (X2) and brand image (X3) have a significant effect on consumer purchasing decisions (Y) at Mie Gacoan Jember. The service quality variable (X2) is a variable that has a dominant effect on consumer purchasing decisions (Y) at Mie Gacoan Jember.

Keywords : Product Quality, Service Quality, Promotion, and Purchase Decisions.