

***The Influence of Product Quality, Brand Image, and Location on Purchasing
Decisions at Richeese Factory, Jember Regency***

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ABSTRACT

This study aims to analyze and measure the influence of product quality, brand image, and location on purchasing decisions at Richeese Factory in Jember Regency. This study uses a quantitative research method with a sampling technique used is non-probability sampling with a sample size of 40 respondents who are consumers of Richeese Factory in Jember Regency. The data obtained were analyzed by multiple linear regression analysis with the help of SPSS software version 26. The results of this study indicate that simultaneously the variables of product quality, brand image and location have a significant effect simultaneously on purchasing decisions. Partially the product quality variable (X1) has a significant effect with a sig. value of 0.010, the brand image variable (X2) has a significant effect with a sig. value of 0.001, and the location variable (X3) has no significant effect with a sig. value of 0.152.

Keywords: *Product Quality, Brand Image, Location, Purchasing Decision*