

***THE INFLUENCE OF PERCEPTIONS OF PRICE, PRODUCT QUALITY,
AND LOCATION ON MC DONALD'S PURCHASING DECISIONS IN
JEMBER REGENCY***

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ABSTRACT

This study aims to analyze influence of price perception, product quality, and location on purchasing decisions for McDonald's products in Jember Regency. The research method used is a quantitative approach with multiple linear regression analysis techniques. The sample in this study amounted to 40 respondents who are McDonald's consumers, with a purposive sampling technique. The result of the study indicate that partially price perception has a significant effect on purchasing decisions with a value of 0,029 ($<0,05$), but has a nagtive direction of influence, which means that an increase in price perception is followed by a decrease in purchasing decisions. The product quality variable has a positif and significant effect on purchasing decisions with a significance value of 0,000 ($<0,05$), so that the better the product quality, the higher the consumer's purchasing decision. Meanwhile, the location variabel does not have a significant effect on purchasing decisions with a significance value of 0,576 ($>0,05$). The coefficient of determination (R^2) value of 0,507 indicates that 50,7% of the variation in purchasing decisions can be explained by these three variables, while the remaining 49,3% is influenced by other variables outside the study. Based on the research results, it can be concluded that product quality is the most dominant factor in influencing purchasing decisions.

Keywords: Location Purchasing Decision, Price Perception, Product Quality