

***The Influence of Price, Product Quality, and Facilities
Regarding Product Purchasing Decisions
Burger King at Roxy Square Jember***

Dr. dr. Raden Roro Lia Chairina, M.M. (*as chief counselor*)

Nabila Madania Wijaya
International Marketing Management Study Program
Departement of Business

ABSTRACT

The intensifying competition in the fast-food industry in Jember Regency requires companies to implement effective marketing strategies to attract and retain consumers. This study aims to analyze the partial and simultaneous effects of price, product quality, and facilities on purchasing decisions at Burger King Roxy Square Jember, as well as to identify the most dominant variable. A quantitative approach with a cross-sectional survey design was employed in this research. The sample consisted of 50 respondents selected using the accidental sampling technique. Data were collected via questionnaires and analyzed using multiple linear regression analysis. The results indicated that, partially, price has a significant negative effect on purchasing decisions, whereas product quality and facilities have a significant positive effect. Simultaneously, price, product quality, and facilities significantly influence purchasing decisions. Price emerged as the most dominant variable influencing purchasing decisions, with a Standardized Coefficients Beta value of -0.668. The Adjusted R^2 value of 0.726 (72.6%) indicates that the combination of price, product quality, and facilities explains 72.6% of the variance in consumer purchasing decisions at Burger King Roxy Square Jember.

Keywords: *Facilities, Price, Product Quality, Purchasing Decision.*