

***THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY,
PROMOTION ON COFFEE PURCHASE DECISIONS AT NYARA SHOP,
SUKOWONO DISTRICT JEMBER REGENCY***

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ABSTRACT

he rapid growth of coffee shop businesses has intensified competition among business owners. This condition requires business owners to understand the factors influencing consumers' purchasing decisions. Kedai Nyara, located in Sukowono District, Jember Regency, needs to pay attention to product quality, service quality, promotion to improve consumers' purchasing decisions. This study aimed to analyze the influence of product quality, service quality, promotion on purchasing decisions of coffee beverages at Kedai Nyara, Sukowono District, Jember Regency. This study employed a quantitative method with a survey approach. The population consisted of all consumers who had purchased coffee beverages at Kedai Nyara. A total of 50 respondents were selected using the accidental sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression, the F-test, the t-test, and the coefficient of determination. The results showed that product quality, service quality, promotion simultaneously had a significant effect on purchasing decisions. Partially, product quality had a positive and significant effect, while service quality, promotion had a positive but insignificant effect on purchasing decisions. The Adjusted R Square value of 57.1% indicates that the independent variables explained 57.1% of the variation in purchasing decisions, while the remaining 42.9% was influenced by other factors outside this study. Kedai Nyara is expected to maintain product quality, improve service quality, and optimize promotional activities to enhance consumers' purchasing decisions.

Keywords: *product quality, service quality, promotion, purchasing decision*