

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, LOCATION, AND SERVICE
QUALITY ON THE PURCHASE DECISION OF BUBUR AYAM PREMIUM
BANGEDDO'S CONSUMERS IN SIDOARJO**

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ABSTRACT

The culinary UMKM sector faced increasingly intense business competition, making it necessary to understand the factors that influenced consumers' purchasing decisions. This study aimed to analyze and examine the effects of product quality, price, location, and service quality on the purchasing decisions of consumers at Bubur Ayam Premium Bangeddo's in Sidoarjo. The population of this study consisted of all consumers who purchased Bubur Ayam Premium Bangeddo's products, with a sample of 50 respondents who were selected using the accidental sampling technique. The data analysis techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, the coefficient of determination (Adjusted R^2) test, the F-test, the t-test, and dominant variable analysis using IBM SPSS Statistics 25 software. The results showed that product quality, price, location, and service quality simultaneously had a significant effect on purchasing decisions, with an F-value of 14.507, which was higher than the F-table value of 2.58, and a significance value of 0.001, which was lower than 0.05. Partially, the product quality variable had a t-value of -1.018 with a significance value of 0.314, the price variable had a t-value of 1.521 with a significance value of 0.135, the location variable had a t-value of -0.582 with a significance value of 0.564, while the service quality variable had a t-value of 6.638 with a significance value of 0.001. These findings indicated that only the service quality variable had a significant effect on purchasing decisions because its t-value was higher than the t-table value of 2.014 and its significance value was lower than 0.05. The Adjusted R^2 value of 0.524 indicated that the regression model explained the variation in purchasing decisions, while the remaining variation was not explained by the research model. The most dominant variable was identified based on the highest Standardized Coefficients Beta value, namely service quality, with a beta coefficient of 0.765. This study concluded that service quality was the most dominant variable contributing to consumers' purchasing decisions at the Bubur Ayam Premium Bangeddo's UMKM.

Keywords: Product Quality, Price, Location, Service Quality, Purchasing Decision, and Bangeddo's Premium Chicken Porridge.