

**The Influence of Product Quality, Price, Location on Purchase Decisions at
Mie Kober Patrang Branch in Jember Regency**
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ABSTRACT

This research is motivated by business developments, as seen in the growing number of food and beverage businesses in Jember Regency. One of the businesses in Jember Regency is Mie Kober, which compels business actors to compete in meeting consumer needs and desires. This study aims to determine the influence of product quality, price, and location variables on purchase decisions at Mie Kober. The population in this study consisted of consumers who purchased at Mie Kober. The sampling technique used was incidental sampling, involving 40 respondents. The data used included both primary and secondary data. The data analysis technique employed was Multiple Linear Regression assisted by the SPSS application. The results showed that: (1) simultaneously, the product quality, price, and location variables significantly influence the purchase decision; (2) partially, the product quality, price, and location variables significantly influence the purchase decision; (3) the variable that has a dominant influence on the purchase decision at Mie Kober is the location variable.

Keywords: *Product Quality, Price, Location, Purchase Decision*