

**THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE
ON PURCHASE DECISIONS AT KEDAI WIN,
JEMBER REGENCY**

Mentari Nirmala Hapsari

*Management Agroindustry Bridging Program
Department of Agribusiness Management*

ABSTRACT

The food and beverage service industry in Indonesia has experienced rapid growth, leading to increasingly intense competition among business operators, including Coffee shops. This condition requires business owners to improve product quality, provide excellent service quality, and establish appropriate pricing strategies to attract consumers and influence their purchase decisions. Therefore, this study aimed to (1) analyze and examine the simultaneous effect of product quality, service quality, and price on purchase decisions at Kedai Win, Jember Regency; (2) analyze and examine the partial effect of product quality, service quality, and price on purchase decisions at Kedai Win, Jember Regency; and (3) identify the most dominant variable influencing purchase decisions at Kedai Win, Jember Regency. This study employed a quantitative approach using a survey method. The population consisted of all customers of Kedai Win, Jember Regency, with a sample of 40 respondents selected using a non-probability sampling technique through incidental sampling. Data were analyzed using multiple linear regression analysis with the assistance of SPSS software. The results showed that (1) product quality, service quality, and price simultaneously had a significant effect on purchase decisions at Kedai Win, Jember Regency; (2) partially, product quality and price had a significant effect on purchase decisions, while service quality had no significant effect on purchase decisions; and (3) product quality was the most dominant variable influencing purchase decisions.

Keywords: *product quality, service quality, price, purchase decision.*