

***Factors Affecting Consumer Behavior Towards Purchasing
Decisions At Kedai Jowo Trisno Jember***

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ABSTRACT

This research is motivated because business growth is booming primarily in the country. Of the many businesses, food or culinary enterprises are booming, with considerable and promising opportunities. This research aims to determine the effect of variable product quality, price, service quality and location in unison and partial to the purchase decision at the Kedai Jowo Trisno in Jember district. Population in this study was all the consumer who buy Kedai Jowo Trisno in Jember while sample used as many as 50 responden. The sample collection that is used is sampling insidental. The analysis used in this study were double linear regression analysis, coefficients of determination analysis (Ajusted R Square), tests of t and f. Studies indicate that there is an influence of product quality variables (X1), price (X2), service quality (X3) and location (X4), simultaneously or together with the independent variable that is purchase decision (Y) at jowo trisno. Product quality variables (X1), price (X2), location (X4) have significant impact on purchase decisions (y), while service quality variables (X3) affect insignificant purchase decisions (Y) and those that have the most dominant influence are the price variables (X2).

Keywords: Product quality, price, service quality, location, purchase decisions