

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND LOCATION ON PURCHASE DECISIONS OF MIE GACOAN

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The purpose of this study was to analyze the influence of product quality, price and location on purchasing decisions for Mie Gacoan. The analytical method in this study used quantitative primary data, the test stages carried out were: validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, F test, T test, and the coefficient of determination. The data used in this study used a questionnaire instrument, and 130 respondents collected valid data. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tool used was SPSS 20. The results showed that the results of the F test for the location, price and product quality variables simultaneously influenced the purchasing decision of Gacoan noodles. The results of the T-test variable Product Quality, Price and Location partially influence the purchasing decision of Mie Gacoan.

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

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