

## ABSTRACT

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***The Effect Of Product Quality, Service Quality And Price On Consumer Purchase Decisions At Tanjung Baru Restaurant  
(Case Study At Tanjung Baru Restaurant In South Tangerang)***

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*This study aims to determine the effect of Product Quality, Service Quality, and Price on Consumer Purchase Decisions at Tanjung Baru Restaurant. The independent variables in this study are product quality, service quality and price, while the dependent variable is consumer purchasing decisions. The sampling technique used purposive sampling of 120 respondents. The data analysis method used in this study is multiple linear regression analysis. From the test results it can be stated that product quality has a significant effect on purchasing decisions, service quality has a significant effect on purchasing decisions and price has a positive and significant effect on purchasing decisions for Tanjung Baru Restaurant.*

**Keywords:** *Product Quality, Service Quality, Price, Purchase Decision.*