

ABSTRACT

The Influence of Product Quality, Service Quality, and Price on Purchase Decisions (Case Study of Roji Ramen Consumers in Bintaro, South Tangerang)

Muhammad Ridho¹⁾, Zulkifli., S.E., M.M²⁾

¹⁾ *Student of Management Department, Pembangunan Jaya University*

²⁾ *Lecturer of Management Department, Pembangunan Jaya University*

This study aims to analyze the influence of product quality, service quality, and price on purchase decisions at Roji Ramen Bintaro, South Tangerang. The research method employed is quantitative, with the research subject being Roji Ramen in Bintaro, South Tangerang. In this study, the exact population size is unknown, and a purposive sampling method was used to select 132 samples. Data was collected through questionnaires and analyzed using SPSS software version 25. The results of the study indicate that product quality does not have a significant effect on purchase decisions, while service quality has a positive and significant effect on purchase decisions, and price has a positive and significant effect on purchase decisions.

Keywords: *Product Quality, Service Quality, Price, Purchase Decisions*