

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON PURCHASING DECISIONS AT BURGER KING FAST FOOD RESTAURANTS IN SOUTH TANGERANG

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This research aims to examine the influence of Product Quality, Service Quality, Price and Purchasing Decisions on Burger King consumers in South Tangerang. This research uses a quantitative approach with the research object being customers in the South Tangerang area who choose to buy Burger King products. The population size in this study is unknown and a proportional sampling technique was used in taking samples with a total of 120 samples. The data was collected through questionnaires and using Statistical Product and Service Solution (SPSS) data analysis techniques using IBM SPSS 26 software for data processing. The results of this research show that product quality has a significant effect on purchasing decisions. Service quality does not have a significant effect on purchasing decisions. And price has a significant effect on purchasing decisions.

Keywords: *Burger King, Product Quality, Service Quality, Price, Purchasing Decisions.*