

ABSTRACT

This research explained that analyzing product quality, price and location of the decision to purchase hanaraya-Tawang Sari chicken noodle stalls, Taman, Sidoarjo. This research explained using a quantitative descriptive approach. This research has a population of 215 respondents. The sampling technique is incidental. T-test results obtained for product quality 2,339 and sig. , 0,020 < 0,05. Explained the results of the price of 3,035 and sig. , 0,03. Explained location results obtained tcount 3,700 and sig. , 0,000 F-test results obtained 11,218 and sig. 000 < 05 It was concluded and proved the influence of partial and concurrent independent variables on purchasing decisions.

Keywords : *Product quality, price, location & purchasing decision.*

ABSTRAK

Dijelaskan riset ini menganalisa kualitas produk, harga serta lokasi terhadap keputusan pembelian warung mie ayam hanaraya-Tawang Sari, Taman, Sidoarjo. Dijelaskan riset ini memakai pendekatan kuantitatif deskriptif. Riset ini memiliki populasi sejumlah 215 responden. Adapun teknik sampling yakni insidental. Didapatkan hasil uji-t hasil kualitas produk 2,339 serta sig. $.000 < .05$.

Dijelaskan hasil harga 3,035 serta sig. 0,03. Dijelaskan hasil lokasi didapatkan t-hitung 3,700 serta sig. $.000$. Uji-f diperoleh hasil 11,218 serta sig. $000 < .05$ Disimpulkan serta dibuktikan adanya pengaruh secara parsial serta bersamaan variabel bebas terhadap keputusan pembelian.

Kata Kunci: Kualitas produk, harga, lokasi & keputusan pembelian.