

**IMPACT PRICE, FOOD QUALITY AND LOCATION ON PURCHASE  
DECISIONS  
(Study on Geprek Bangsus Jombang)**

**ABSTRACT**

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This study aims to determine and explain the effect of price, food quality and location on purchasing decisions on Geprek Bangsus Jombang. The study uses explanatory research methods carried out through data collection in the field. the population is consumers in the restaurant Geprek Bangsus Jombang with a research sample of 100 people, data analysis using statistical methods of Multiple Linear Regression and hypothesis testing and coefficients are terminated. Based on the results of the study indicate that the price is able to improve purchasing decisions at Geprek Bangsus Jombang, Food quality can improve purchasing decisions at Geprek Bangsus Jombang and Location is able to improve purchasing decisions at Geprek Bangsus Jombang

***Keywords: Price, Food Quality, Location and Purchase Decision***