

PENGARUH HARGA, KUALITAS MAKANAN, DAN LOKASI TERHADAP
KEPUTUSAN PEMBELIAN
(Studi pada Hanara Ramen Jombang)

ABSTRACT

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This study aims to determine and explain the effect of price, food quality, and location on purchasing decisions at Hanara Ramen Jombang. The research uses an explanatory research method which is carried out through data collection in the field. The population is all Hanara Ramen consumers with a sample of 100 respondents, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study indicate that the price is able to improve purchasing decisions at Hanara Ramen. Food quality can improve purchasing decisions at Hanara Ramen and Location can improve purchasing decisions at Hanara Ramen

Keywords: Price, Food Quality, Location and Purchase Decision