

ABSTRACT

THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, PRICES AND PRODUCT VARIATIONS ON CONSUMER PURCHASE DECISIONS

(Case Study of Surabi Ceu Mamah)

By

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Guide I : Apip Supriadi

Guide II : Encang Kadarisman

Purchasing decisions can be influenced by many factors, namely service quality, price, product quality, product variety and so on. The purpose of this research is to analyze the factors that influence the decision to purchase Surabi Ceu Mamah in Tasikmalaya. The factors analyzed are service quality, product quality, price and product variety. This research uses primary data with the population in this study namely the consumers of Surabi Ceu Mamah in Tasikmalaya. Sampling was carried out using the Slovin formula, data was collected through distributing questionnaires and obtaining 100 respondents. The method used in this research is a quantitative method with a descriptive approach using multiple linear regression analysis techniques and hypothesis testing using SPSS. The results of the research show that partially and simultaneously the variables of service quality, product quality, price and product variety have a significant influence on purchasing decisions for Surabi Ceu Mamah in Tasikmalaya City.

Keywords: *Service quality, product quality, price, product variety and consumer purchase decisions.*