

**THE INFLUENCE OF PRICE, SERVICE QUALITY AND PRODUCT
QUALITY ON PURCHASING DECISIONS AT SYAKILA
BAKERY SHOP BENGKULU CITY**

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ABSTRACT

The development of the world of business has made business entrepreneur competitive. Various approaches have been taken to gain consumer sympathy, both through improving advice and infrastructure with high-tech facilities and by developing human resources. There is so much competition and the desire to provide the best to consumers has given consumers the position of decision makers. The increasing number of products types and businesses that are the same or similar to the various services or products offered, makes people make choices according to their needs. The purpose of this research is to determine the extent of the influence of price, service quality and product quality on purchasing decisions at Syakila Bakery shop Bengkulu City. This type of research is quantitative. The method used is a questionnaire. The sample of this research was 150 respondents. The results of the research show that the multiple linear regression obtained $Y = 36,781 + -0,293 X_1 + 0,237X_2 + 0,381 + 4,527$. The results of the price test (X_1) show t count $4,011 > 1,655$ and significance $0,00 < 0,05$, so the results of hypothesis H_a is accepted and H_o is rejected, meaning that price has a positive and significant effect on purchasing decisions at Syakila Bakery shop, Bengkulu City. the results of the service quality test (X_2) show t count $3,116 > 1,655$ and a significant value of $0,000 < 0,05$ means H_a is accepted and H_o is rejected. The product quality test results (X_3) show t count $5,231 > 1,655$ and a significant value of $0,000 < 0,05$ meaning H_a is accepted and H_o is rejected.

Keywords: Price, Service Quality, Product Quality, Purchasing Decisions.

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