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### **ABSTRACT**

*The study aims to determine the effect of Product Quality, Price, Brand Image, and Service Quality on Purchasing Decisions at grilled chicken restaurant Pak D Gresik Wahidin branch. The research approach uses a quantitative approach. The population in this study were consumers at Pak D Gresik grilled chicken restaurant in an unknown number of Gresik districts. The sampling technique used is Non Probability Sampling with a type of Insidental Sampling, namely sampling techniques based on coincidence with researchers who can be used as a sample of 100 respondents. Data collection uses questionnaires and measurement data using a Likert scale. The data analysis technique used in this study is multiple linear regression analysis techniques. Partial test results using the t test provided that t count > t table with a significance level < 0,05 (5%) indicates that Product Quality ( $X_1$ ), Price ( $X_2$ ), Brand Image ( $X_3$ ), and Service Quality ( $X_4$ ) have a positive and significant effect on Purchasing Decisions ( $Y$ ) in grilled chicken restaurant Pak D Gresik Wahidin branch.*

*Keywords : Product Quality, Price, Brand Image, Service Quality, Purchasing Decisions*