

Abstract

A fast food restaurant is a place or building that provides food and beverage services to consumers with a short supply. In Indonesia, fast food is called fast food or junk food. Fast food is food that is served fairly quickly. With the development of today's increasingly rapid technology where people can order quickly and easily. One of the fast food in Indonesia is Richeese Factory. This study aims to examine the effect of marketing strategy and product quality on purchasing decisions for Richeese Factory Paris Van Java products in Bandung. Knowing which factors have the most dominant influence on purchasing decisions. The sample in this study were 95 respondents. By using Slovin's formula. The analytical tool used is multiple linear regression with the help of the IBM SPSS 26 program. The results of this study indicate that marketing strategy and product quality have a positive and significant effect on product purchasing decisions. Product quality is a variable that has the most dominant influence on purchasing decisions. The marketing strategy has a score of 79.07%, product quality is 83.31% and purchase decisions are 81.73% so that the independent and dependent variables can be categorized as good and have a T table of 1.66177 and an F table of 3.10.

Keywords: Marketing Strategy, Product Quality and Product Purchase Decision