

ABSTRACT

The increase in the growth of the Food and Beverage industry in the city of Bandung has increased every year, this is obtained based on data provided by the Central Statistics Agency of the City of Bandung every year the demand for catering services is increasing. Especially in the catering sector, one of the causes is the increasing number of high-income households, housewives (IRT) who work so that they have limited time for cooking and company events. PT Trengginas Jaya is a company that in one branch of its business there are catering services where catering services are supported by service quality and unique taste.

The purpose of this study is to determine the effect of Product Attributes and Service Quality on Consumer Purchasing Decisions. The type of research used is quantitative and the research method is descriptive causal, using the sampling method used is nonprobability sampling with an accidental sampling of questionnaires to 100 respondents.

The results of the study obtained the value of Product Attributes which is 78.71% in the high category, the value of Service Quality is 80.11% in the high category and the value of Consumer Purchase Decision is 83.55% in the very high category. The effect of product attributes and service quality on consumer purchasing decisions has an effect of 58.7% and the remaining 41.3% is explained by other variables not explained in this study.

Keywords: Product Attributes, Service Quality, Consumer Purchasing Decisions