

## **ABSTRACT**

Commented [FN2]: Sesuaikan dengan abstrak bhs indo

*Good product quality and satisfactory service quality have a significant impact on making high quality purchasing decisions. The purpose of this research is to study and analyze how the relationship between product quality and service quality with purchasing decisions at California Fried Chicken restaurants located in Bojongsoang, Bandung Regency. In this study, a quantitative method with a descriptive approach was used. To collect data, researchers used interviews, observation, and documentation. Data analysis was carried out using multiple linear regression techniques using SPSS version 25 software. Primary data was obtained from 384 respondents selected using non-probability techniques. The results concluded that product quality, service quality, and purchasing decisions at California Fried Chicken in Bojongsoang, Bandung Regency, were rated as good. Causality analysis shows that product quality and service quality have a positive and significant influence on purchasing decisions.*

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