

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF FOOD QUALITY TOWARDS DECISIONS TO BUY SHIHLIN CENTRAL PARK CONSUMERS

Companies are required to know the expectations of consumers, and meet every consumer's expectations. In addition, by knowing consumer expectations, the company will be the first choice for consumers. Some strategies are carried out to determine consumer expectations including prioritizing food quality optimally so that buyers have a purchasing decision. The Population of this research were Shilin Central Park Jakarta in 2018-2019 was 598 customers. So that the allowance percentage used is 10%. Then the number of samples in this study is 86 customers. The result for this research was, there is in the purchasing decision-making process is influenced by the quality of food in meeting their needs. Food quality is very influential in purchasing decisions of a product, one of the important factors to know the results of the questionnaire variable food quality with the highest level (Strongly Agree) are the dimensions of color, appearance, portion, shape, temperature, texture, aroma, level of maturity, and taste on food quality is very influential on purchasing decisions. Purchasing decisions that can provide satisfaction to consumers, can provide positive things for consumers after purchase. Purchasing decisions on consumers to make visits and purchases at a fast food restaurant is basically consumer behavior, where consumers respond positively to the quality of a company and intend to make a return visit or consume the product again.

Keywords: *Food Quality, Purchase Decisions, consumer behavior*