

ABSTRACT

The rapid growth of crispy fried chicken businesses in Semarang City has intensified competition among culinary enterprises. Z-Chicken is one of the economic empowerment programs initiated by the National Amil Zakat Agency (BA-ZNAS) to support mustahik through a franchise-based culinary business model, aiming to promote economic independence and alleviate poverty. To ensure the sustainability of this empowerment program, maintaining consumer purchase decisions is essential.

This study examines the influence of price, product quality, and location on consumers' purchase decisions toward Z-Chicken in Semarang City. A quantitative approach with a survey method was employed. The population consisted of Z-Chicken consumers who had purchased the product at least twice within the previous three months. Using purposive sampling as a non-probability sampling technique, 100 respondents were selected based on the Lemeshow formula. Data were collected through questionnaires using a five-point Likert scale and analyzed using multiple linear regression with SPSS version 26. The analysis included validity testing, reliability testing, classical assumption testing, t-tests, F-tests, and coefficient of determination analysis.

The findings reveal that price has a negative and significant effect on purchase decisions, indicating that higher prices lead to lower consumer purchases decisions for Z-Chicken in Semarang City. Product quality also has a positive and significant influence, with a t-value of 6.151 and a significance value of 0.000. However, location does not significantly affect purchase decisions, as reflected by a t-value of 0.295 and a significance level of 0.769. Simultaneously, price, product quality, and location significantly influence purchase decisions, with an F-value of 54.153 and a significance level of 0.000. The Adjusted R^2 value of 0.610 indicates that 61% of the variation in purchase decisions can be explained by the three independent variables, while the remaining 39% is attributable to other factors beyond the scope of this study.

Keywords: Price, Product Quality, Location, Purchase Decision, Z-Chicken, BA-ZNAS.