

## ABSTRACT

Richeese factory is a fast food restaurant which is included in the culinary industry subsector originating from Indonesia. Richeese Factory was first present in Indonesia on February 8 2011, at Paris Van Java Mall, Bandung City, West Java. In Lhokseumawe City, Richeese Factory was established in November 2022 at Jl. Merdeka No 15-16, intersection 4, Kec, Banda Sakti, Lhokseumawe City. Lately, Richeese Factory has been visited by many consumers due to the boycott that occurred at a similar restaurant, namely KFC, and is visited by many consumers who like spicy food and the quality of the products provided and the latest product innovations from Richeese Factory and also the service provided. provided by Richeese Factory is in accordance with consumer expectations so that it can influence purchasing decisions. This research aims to determine the influence of price, product quality and service quality on purchasing decisions at the Richeese Factory in Lhokseumawe City. The type of data used is quantitative data with a Likert scale and the data analysis technique uses multiple linear regression tests with hypothesis testing using the t test.

Keywords: Purchase Decision, Price, Product Quality, Service Quality