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The Effect Of Location And Product Quality On Consumer Purchase Interest (Study On Msme Kaf Fried Chicken Jombang)

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Abstract− This study aims to examine the effect of location and product quality on consumer buying interest at MSME KAF Fried Chicken Jombang. Quantitative research method, by collecting data in the field using the questionnaire method. The research population consisted of all KAF Fried Chicken Jombang MSME consumers, with a sample of 100 consumers. Data analysis was performed using inferential analysis method, as well as testing the hypothesis and the coefficient of determination. Based on the results of the study, it was found that location had a positive and significant effect on consumer buying interest at MSME KAF Fried Chicken Jombang, product quality had a positive and significant effect on consumer buying interest at MSME KAF Fried Chicken Jombang. And the simultaneous test shows the location, and product quality simultaneously has a positive and significant effect on consumer buying interest at MSME KAF Fried Chicken Jombang.

Keywords: location, product quality, and consumer buying interest

I. INTRODUCTION

In the era of free trade, every company faces competition. Increasingly tight competition among competitors requires companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by offering more satisfying services than competitors. In addition, quality is closely related to customer satisfaction and encourages customers to develop strong bonds with the company. In the long term, this involvement allows companies to better understand customer expectations and needs, which allows companies to increase customer satisfaction by maximizing pleasant customer experiences and minimizing unpleasant customers.[1]

In Indonesia, Micro, Small and Medium Enterprises (MSME) have played an important role in our lives. In society, the term MSME is more often used as an informal business. It is said to play an important role, because there are so many MSME (meaning that MSME are able to absorb a large number of workers) and are more resistant to the situation of the state. When the financial crisis (Krismon) erupted in 1999, many conglomerates collapsed, but not small businesses (MSME). MSMEs already have their own strategy to make special and unique products so that they are not unable to compete with big companies and even act like big companies as suppliers of product components or spare parts. The market area is also not far away for an accurate understanding of consumer behavior. MSME have small capital, are flexible and sometimes involve a lot of innovation.[2] As a result, MSME can promise success, satisfaction, and growth.

The food business in the form of fried chicken is no stranger to society. Fried chicken is a product made from chicken, which is often found on the side of the road, especially in the Jombang area. The growing business in the form of fried chicken which is increasingly circulating, makes KAF fried chicken UMKM to look for new ideas about businesses that are considered more modern and will be preferred, especially by creating product characteristics so that consumers remember the products being sold.[3]

Product quality is one of the factors considered by consumers in making purchasing decisions. Consumers definitely want the best quality in the products they buy. In a business, the main concern of consumers is the taste, cleanliness and presentation of food. Consumers are generally more interested in food that tastes good and is also visually appealing.[4] This is related to the times and technology, where most consumers often take photos of the food they buy and post them on social networks. This has an indirect impact on society. Therefore, business actors must pay attention to the quality of products or services produced for consumers in order to survive and compete with other entrepreneurs. According to [5] product quality, which is a potential strategic weapon to beat competitors. Companies with only high-quality products grow quickly and are more successful in the long run than other companies. Companies that bring products to market must adapt them to the needs and wants of consumers.

After considering product quality, consumers also consider location selection. Location is one of the factors considered by an entrepreneur before opening a business.[6] This happens because choosing the right location often determines the level of sales of a business. One business that requires the right business location is a fried chicken business.

Location or place of business is one element of the marketing mix which is expected to support the success of the marketing program. The right location is the capital to achieve the goal, otherwise choosing the wrong location will hinder all business movements so that it will limit the ability to make a profit. Choosing a business location that is close to the target market is one of the business strategies. In addition, it can make it easier for consumers to consume a given business product. In addition to proximity to the target market, the availability of adequate infrastructure also needs to be considered in selecting a business location.[7]

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These two factors can affect business continuity and success because they are related to consumer purchasing decisions or visiting intentions. Based on previous research, the variables of price, location and product quality are known to have a positive effect on purchasing decisions. The variable that has the greatest influence is product quality, followed by the smallest location.[8]

The results of the analysis using the T test show that location and product quality individually have a significant influence on purchasing decisions and based on the analysis of the coefficient of determination shows that around 50.6% of purchasing decisions can be explained by location variables and product quality.[9]

There are also other research results, which show that partially the variable product quality and location have a positive and significant effect on purchasing decisions of 62.3% based on these results it is known that the influence of product quality and location simultaneously have a positive and significant effect on purchasing decisions for food products ready-to-eat food in Surabaya City.[10]

Based on the description above, the researcher is interested in researching the location selection and product quality applied by UMKM Fried Chicken Cafes in Jombang Regency, to examine how much interest the consumers make to revisit by raising the topic "The Influence of Location and Product Quality on Consumer Purchase Interests (Study on UMKM KAF Fried Chicken, Jombang Regency)."

II. RESEARCH METHODS

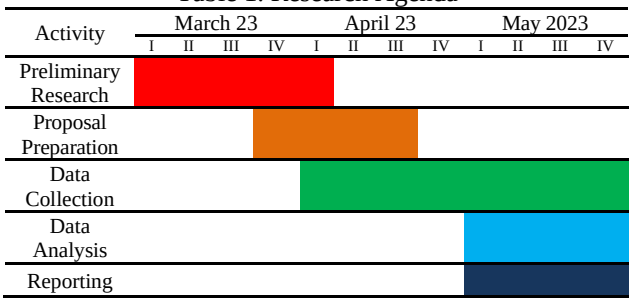
This research uses quantitative research methods. In accordance with the title described by the researcher, the associative causality quantitative research method will involve respondents in filling out the questionnaire. Causality associative research is a research problem formulation that asks the relationship between two or more variables.[11] A causal relationship is a causal relationship. In this study there are independent variables (influence) and dependent variables (influenced). Associative causality in this study is used to determine the extent of a causal relationship from the influence of location and product quality on consumer buying interest. Where is Location as a variable X1, Product Quality as a variable X2, while Consumer Purchase Interest as a variable Y.

Quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, and this research uses an explanatory approach or causality research, with the aim of knowing the relationship between variables. The population in this study are prospective consumers who already know KAF Fried Chicken products who are interested in buying the product. Meanwhile, the sample in this study is part of the population, in this case, potential consumers of KAF Fried Chicken products who already know the product. The data collection technique in this study used a questionnaire, and the analysis in this study used descriptive and inferential analysis, in this case using multiple linear regression. Descriptive and inferential data analysis aims to test the hypotheses that have been set, then developed into problems that are proposed to obtain justification (verification) or rejection in the form of field empirical data documents.[11]

The quantitative approach aims to test theory, establish facts, show relationships between variables, provide statistical descriptions, estimate and predict results. Research designs that use a quantitative approach must be structured, standardized, formal and designed as thoroughly as possible beforehand. Design is specific and detailed because design is a research plan that will actually be implemented.[12]

This research consists of three variables, namely the variable (X1) Location, (X2) Product Quality and the dependent variable (Y), namely Consumer Purchase Interest in KAF Fried Chicken products. The research that the researchers conducted was located at the Tanah Senja Shop in Wonosalam Village, Wonosalam District, Jombang Regency. In this study, researchers conducted research on shop owners, shop managers, and consumers at the Tanah Senja Wonosalam shop. The research time in this study took 3 months, 1 month of data collection, 1 month of data processing, and 1 month of data reporting in the form of scientific work.

Table 1. Research Agenda



Research variables are measured using an instrument in the form of a questionnaire, which contains a number of written questions to obtain data from respondents. Consumer Purchase Interest in this study was measured using 4 indicators from[4] including transactional, referential, preferential, and explorative interest. The measurement scale used by Likert. Location is measured by 7 indicators according to[13] using 7 question items. The measurement scale used is Likert. The indicators used to measure Product Quality variables from Juran include Reliability, Durability, Safety, Availability, Environment, and Price. Product Quality Measurement uses 6 question items.[14]

According to[11] population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were KAF Fried chicken MSME consumers in Jombang Regency, whose population and number of members are unknown.

While the sample used in this study amounted to 100 respondents, who are part of the population, namely consumers of UMKM KAF Fried Chicken Jombang. Sampling technique is a technique used in sampling. The sampling technique is using incidental sampling. Incidental sampling is a technique of determining a sample by chance,

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that is, anyone who accidentally/accidentally meets the researcher is used as a sample. If you look at the person you met by chance, it is suitable as a source of data.[11]

The type of data used in this research is quantitative data. According to Kuncoro. Quantitative data is data that is measured on a numerical scale (numbers), which can be divided into interval data and ratio data. The data sources used in this study are primary data and secondary data. Primary data is used as material for analyzing research variables. Primary data is data obtained directly from the subjects studied through the distribution of offline questionnaires in the form of questionnaires to respondents that contain information on location, product quality and consumer buying interest.[15]

According to Suharsimi Arikunto secondary data is a source of data obtained indirectly through intermediary media (obtained and disabled by other parties). Secondary data is generally in the form of historical evidence, records, or reports that have been compiled in archives (published and unpublished documentary data). Secondary data from this study were obtained by researchers through literature study and data obtained from news, articles and other media that discussed this research.[16]

In this study, the variable instrument is a test of the questionnaire data. The research instrument test was carried out through a validity – reliability test to ensure that the questionnaire prepared was understandable to respondents and had measurement consistency.[17] Further analysis was carried out by Reliability Analysis using SPSS software. Then the data was tested with the classical assumption test using the normality test, heteroscedasticity test, autocorrelation test, and multicollinearity test. After the data goes through the classical assumption test the data is tested using multiple linear regression analysis to determine the relationship between the independent variables and the dependent variable. And the last test is a hypothesis test which is useful for proving the hypothesis in research, in hypothesis testing there are 3 tests namely partial test, simultaneous test, and the coefficient of determination.

III. RESUL AND DISCUSSION

1. Characteristics of respondents

In this study, questionnaires were distributed to 100 respondents to KAF Fried Chicken Jombang MSME consumers. Respondent characteristics are useful for describing the description of the respondent's identity obtained from the personal data contained in the respondent's identity data section which includes gender, age, last education, and occupation.

Table 2. Characteristics of Respondents Based on Gender

No	Gender	Amount	Persentase
1	Male	50	50%
2	Female	50	50%
	Amount	100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on table 2, it is explained that the respondents in this study were balanced between men and women, namely 50 male respondents and 50 female respondents.

Table 3. Characteristics of Respondents Based on Age

No	Age	Amount	Persentase
1	18-20 years	30	30%
2	21-30 years	62	62%
3	31-40 years	8	8%
4	41-50 years	0	0%
	Amount	100	100%

Source: Primary data is processed (SPSS 26), 2023.

Table 3 explains that the respondents in this study were dominated by 30 respondents aged 21-30 years. Respondents aged 18-20 years were 62 people. While the rest aged 31-40 years as many as 8 people.

Table 4. Characteristics of Respondents Based on Last Education

No	Last Education	Amount	Persentase
1	SMA	79	79%
2	Diploma	2	2%
4	S1	19	19%
3	S2	0	0
	Amount	100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on table 4 it is explained that the last education of the respondents in this study was dominated by high school graduates as many as 79 people (79%). Respondents from undergraduate graduates were 19 people (19%). While the rest are respondents from Diploma graduates as many as 2 people (2%).

Table 5. Characteristics of Respondents Based on Type of Work

No	Type of Work	Amount	Persentase
1	Government Employees	7	7%
2	Businessman	2	2%
3	Student	53	53%
4	Others	38	38%
	Amount	100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on table 5, it is explained that the respondents in this study were dominated by 53 students (53%). Respondents who worked as civil servants were 7 people (7%). Respondents who work as entrepreneurs are 2 people (2%). While the remaining respondents were 38 people (38%), the type of work was not mentioned.

2. Description of Research Data

Based on the results of research that has been conducted on 100 respondents to KAF Fried Chicken MSME consumers through questionnaires, to get a tendency for answers to each variable will be based on the range of answer scores.

Table 6. Variable Data Description Location (X1)

No	Indicator	Score					Amount
		1	2	3	4	5	
1	X1.1	0	0	0	4	96	100

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2	X1.2	0	0	0	14	86	100
3	X1.3	0	0	0	26	74	100
4	X1.4	0	0	2	68	30	100
5	X1.5	0	2	10	30	58	100
6	X1.6	0	0	0	68	32	100
7	X1.7	0	0	0	30	70	100

Source: Primary data is processed (SPSS 26), 2023.

So it can be concluded that for the location variable in this study, the average respondent's answers were dominated by answers that strongly agreed with a score range of 5.

Table 7. Variable Data Description Product Quality (X2)

No	Indicator	Score					Amount
		1	2	3	4	5	
1	X2.1	0	0	18	48	34	100
2	X2.2	0	2	12	36	48	100
3	X2.3	0	0	6	56	38	100
4	X2.4	0	0	6	56	38	100
5	X2.5	12	0	30	36	22	100
6	X2.6	0	0	19	51	30	100

Source: Primary data is processed (SPSS 26), 2023.

So it can be concluded that in the product quality variable in this study, the average respondent's answers were dominated by answers that agreed with a score range of 4.

Table 8. Variable Data Description Consumen Buying Interst (Y)

No	Indicator	Score					Amount
		1	2	3	4	5	
1	Y.1	0	0	6	34	60	100
2	Y.2	0	0	12	28	60	100
3	Y.3	0	0	18	72	10	100
4	Y.4	0	0	8	38	54	100

Source: Primary data is processed (SPSS 26), 2023.

So it can be concluded that in the consumer buying interest variable in this study, the average respondent's answers were dominated by answers that strongly agreed with a score range of 5.

3. Validity Test Results

Validity test is used to determine the validity or validity of an instrument. An instrument is said to be valid if the instrument can measure what it should measure. The way this is done is to correlate the score obtained on each item with the total score of each attribute. If the results of r-count > r-table (0.168) then it proves that the questionnaire is said to be valid, with a significance of α = 5%. The results of the validity test can be seen as follows:

Table 9. Validity Test Results

No	Variable	Item	r-Count	r-Table	Information
1	Location (X1)	X1.1	0,259	0,168	Valid
		X1.2	0,329	0,168	Valid
		X1.3	0,672	0,168	Valid
		X1.4	0,176	0,168	Valid
		X1.5	0,664	0,168	Valid
		X1.6	0,248	0,168	Valid
		X1.7	0,57	0,168	Valid
2	Product Quality (X2)	X2.1	0,504	0,168	Valid
		X2.2	0,328	0,168	Valid
		X2.3	0,181	0,168	Valid
		X2.4	0,181	0,168	Valid
		X2.5	0,539	0,168	Valid
		X2.6	0,605	0,168	Valid
3	Consumen Buying Interest (Y)	Y.1	0,718	0,168	Valid
		Y.2	0,747	0,168	Valid
		Y.3	0,405	0,168	Valid
		Y.4	0,769	0,168	Valid

Source: Primary data is processed (SPSS 26), 2023.

Table 9 shows that all question items have corrected-total correlation (r-count) > r-table at a significance level of 5% (α = 0.05) and n = 100. This means that all items in this study are declared valid because they are larger from the r-table value of 0.168, all items in this questionnaire question can be used for further testing.

4. Reliability Test Results

Reliability is the reliability of a measurement regarding the stability and consistency of instruments measuring concepts and helping to assess the accuracy of a measurement (Sugiyono, 2018). A research instrument is said to be reliable if the test shows an Alpha coefficient (Cronbach Alpha) > 0.6. The results of the reliability test of the research instrument on variables X1, X2, and Y can be presented as follows:

Table 10. Reliability Test Results

No	Variable	Cronbach Alpha	Information
1	Location	0,632	Reliabel
2	Product Quality	0,743	Reliabel
3	Customer Buying Interest	0,763	Reliabel

Source: Primary data is processed (SPSS 26), 2023.

Table 10 shows that all variables are declared reliable because they have crossed the reliability coefficient limit, namely Cronbach alpha, all variables are > 0.60, so that henceforth each item in each variable concept is appropriate to use as a measuring tool.

5. Normality Test Results

To find out whether the residuals are normally distributed or not can be done by looking at the significance value. The residuals are normally distributed when the significance value is > 0.05 and vice versa if the significance value is <0.05, the residuals are not normally

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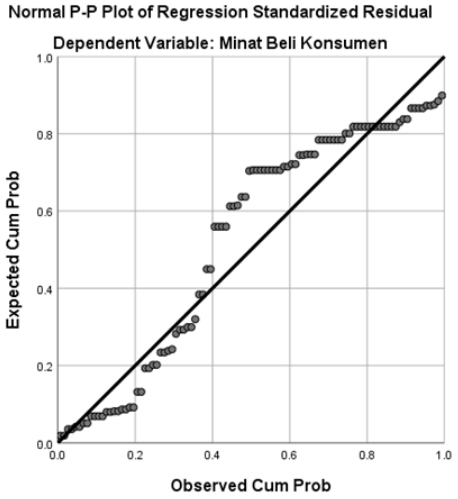
distributed. The results of the normality test can be seen in Picture 1 and Table 11:



Source: Primary data is processed (SPSS 26), 2023.

Picture 1. Normality Test Results

Based on the figure above, it shows that the distribution of data spreads and follows the diagonal line.

Table 11. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.60292690
Most Extreme Differences	Absolute	.216
	Positive	.111
	Negative	-.216
Test Statistic		.216
Asymp. Sig. (2-tailed)		.180[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Primary data is processed (SPSS 26), 2023.

Based on the normality test using the Kolmogorov Smirnov test the non-parametric statistical results show the Asymp value. Sig (2-tailed) is 0.180 > 0.05 which means that the data in this study are normally distributed.

6. Heteroscedasticity Test Results

The Glejser test can be performed to test heteroscedasticity by analyzing its significance level. If the test results are above the significant level (r > 0.05) it means there is no heteroscedasticity and vice versa if the results are below the significant level (r <0.05) it means there is heteroscedasticity. The results of the heteroscedasticity test are shown in Table 12 and Picture 2.

Table 12. Heteroscedasticity Test Results

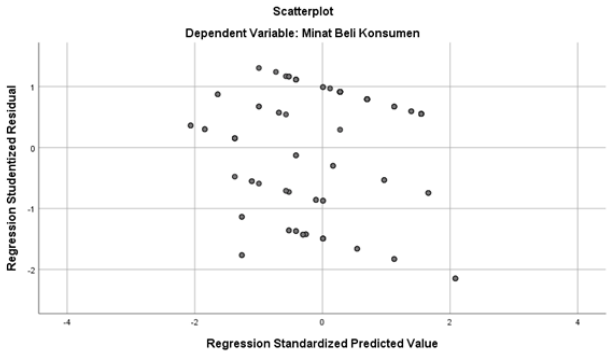
Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-2.339	1.660		-1.409	.162
Lokasi	.118	.054	.233	2.205	.065
Kualitas Produk	-.002	.041	-.005	-.047	.962

a. Dependent Variable: ABS_RES

Source: Primary data is processed (SPSS 26), 2023.

Based on table 12 shows that the significance value of the location variable is 0.65 > 0.05, and the product quality variable has a significance value of 0.962 > 0.05 so it can be concluded that there is no heteroscedasticity in the model and it has fulfilled the heteroscedasticity test.



Source: Primary data is processed (SPSS 26), 2023.

Picture 2. Heteroscedasticity Test Results

Based on the picture above, it shows that there is no clear pattern and the distribution of the data spreads above and below or around the number 0, it is concluded that there are no symptoms of heteroscedasticity.

7. Autocorrelation Test Results

This autocorrelation test was carried out to find out whether there is a correlation between the interfering errors in the t period and the interfering errors in the t-1 (previous) period. If there is a correlation then the model has autocorrelation. A good regression model is a model that is free from autocorrelation.

Table 13. Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.280[a]	.078	.059	1.61937	1.919

a. Predictors: (Constant), Kualitas Produk, Lokasi
b. Dependent Variable: Minat Beli Konsumen
Source: Primary data is processed (SPSS 26), 2023.

Based on table 13 shows that the DW value is 1.919 with a significance level of 0.05. The number of samples (n) = 100, the number of independent variables (k = 3), the value of dL (lower limit) = 1.613, the value of dU (upper limit) = 1.736. Therefore, the value of dU < DW < 4-dU or 1.736 < 1.919 < 2.263. So it can be concluded that the regression model in this study has no autocorrelation.

8. Multicollinearity Test Results

To find out whether there is a similarity between the independent variables in the research model, multicollinearity testing is carried out. The smaller the tolerance and VIF values, the closer to the occurrence of multicollinearity problems. If tolerance > 0.1 and VIF < 10, then multicollinearity does not occur.

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Table 14. Multicollinearity Test Results

Collinearity Statistics	
Tolerance	VIF
.871	1.148
.871	1.148

Source: Primary data is processed (SPSS 26), 2023.

Based on table 14 shows that the tolerance value for both variables is 0.871 > 0.10 and the VIF of the two variables is 1.148 < 10. So it can be concluded that there is no multicollinearity in the two independent variables in this study. Based on the classical assumption test requirements of linear regression, that a good linear regression model is one that is free from multicollinearity. Thus, based on the results of the tests that have been carried out, the model in this study is free from multicollinearity.

9. Inferential Analysis Results

Inferential analysis is used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent variable and the independent variable. A good regression equation model is one that meets the requirements of the classical assumption test. From the previous analysis proves that this research is considered good.

This study uses multiple linear regression analysis to predict how far the value of the dependent variable changes in consumer buying interest, if the value of the independent variable location and product quality fluctuates. The results that have been processed by researchers are as follows:

Table 15. Results of Multiple Linier Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.451	3.796		2.226	.028
Lokasi	.125	.122	.107	1.821	.038
Kualitas Produk	.198	.093	.223	2.139	.035

a. Dependent Variable: Minat Beli Konsumen
Source: Primary data is processed (SPSS 26), 2023.

Based on the table above, the multiple linear regression equation can be formulated as follows:

Y = 8.451 + 0.125 X1 + 0.198 X2

The results of the analysis can be concluded as follows:

1. The constant value above is 8.451, this figure shows that if X1 (location) and X2 (product quality) are constant (do not change), then consumer buying interest is 8.451.
2. X1 (location) shows a coefficient value of 0.125. This means that if there is an increase in location by 1%, consumer buying interest will also increase by the multiplier variable 0.125 assuming the other independent variables are held constant.
3. X2 (product quality) shows a coefficient value of 0.198. This means that if there is an increase in product quality by 1%, consumer buying interest will also increase by the multiplier variable 0.198 assuming the other independent variables are held constant.

10. Partial Test Results (t-test)

Partial test (t-test) is used to measure how far the influence of one independent variable individually in explaining the dependent variable. The results that have been processed by researchers are as follows:

Table 16. Partial Test Results (t-test)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.451	3.796		2.226	.028
Lokasi	.125	.122	.107	1.821	.038
Kualitas Produk	.198	.093	.223	2.139	.035

a. Dependent Variable: Minat Beli Konsumen
Source: Primary data is processed (SPSS 26), 2023.

Based on table 16 shows that the location variable has a regression coefficient value of 0.125 is positive and has a t-count value of 1.821 > t-table 1.660 and has a significance value of 0.038 <0.05, which means that the location variable has a positive and significant influence on interest buy consumers. This means that:

H1: Location Has a Positive and Significant Influence on Consumer Purchase Interest in UMKM KAF Fried Chicken Jombang.

The product quality variable has a regression coefficient of 0.198 which is positive and has a t-count value of 2.139 > t-table 1.660 and has a significance value of 0.035 <0.05, which means that the product quality variable has a positive and significant influence on consumer buying interest. This means that:

H2: Product Quality Has a Positive and Significant Influence on Consumer Purchase Interest in UMKM KAF Fried Chicken Jombang.

11. Simultaneous Test Results (f-test)

Simultaneous test (f-test) is used to determine how far the influence of the independent variables together in explaining the variation of the dependent variable. The results that have been processed by researchers are as follows:

Table 17. Simultaneous Test Results (f-test)

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.632	2	10.816	4.125	.019[b]
Residual	254.368	97	2.622		
Total	276.000	99			

a. Dependent Variable: Minat Beli Konsumen
b. Predictors: (Constant), Kualitas Produk, Lokasi
Source: Primary data is processed (SPSS 26), 2023.

Based on table 17 it shows that the f-count value is 4.125 > f-table 3.09, with a probability value of 0.019. Because the probability value is less than 0.05, the regression model can be used to predict intention to revisit or it can be said that the independent variables, namely location and product quality, together influence consumer buying interest. This means that:

H3: Location and Product Quality Simultaneously Have a Positive and Significant Influence on Consumer

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Purchase Interest in UMKM KAF Fried Chicken Jombang.

12. The Result of the Coefficient of Determination (R^2)

The R^2 value has an interval between 0 and 1 ($0 \leq R^2 \leq 1$). The greater R^2 is close to 1, the better the results for the regression model and the closer to 0, the independent variables as a whole cannot explain the dependent variable. The results that have been processed by researchers are as follows:

Table 18. The Result of the Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580[a]	.478	.459	1.61937

a. Predictors: (Constant), Kualitas Produk, Lokasi

Source: Primary data is processed (SPSS 26), 2023.

Based on table 18 shows that the value of the coefficient of determination expressed by R Square is 0.459 or 45.9%. This means that consumer buying interest can be explained by location and product quality by 45.9%, while the remaining 54.1% is explained by other variables not examined.

IV. CONCLUSION

Based on the results of the data analysis that has been carried out and the discussion that has been described regarding the effect of location, and product quality on consumer buying interest at UMKM KAF Fried Chicken Jombang. So it can be concluded that location has a positive and significant effect on consumer buying interest at UMKM KAF Fried Chicken Jombang, product quality has a positive and significant effect on consumer buying interest at UMKM KAF Fried Chicken Jombang. And the simultaneous test shows the location, and product quality simultaneously has a positive and significant effect on consumer buying interest at UMKM KAF Fried Chicken Jombang.

V. THANK-YOU NOTE

Praise the authors pray to the presence of Allah SWT because of His grace and grace, the research entitled "The Influence of Location and Product Quality on Consumer Purchase Interest (Study on UMKM KAF Fried Chicken Jombang)" can be completed smoothly. Writing this article is one of the outputs of research results that have been conducted by researchers for 3 months.

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