

THE INFLUENCE OF PRODUCTS, PRICES AND MOTIVATIONS ON THE PURCHASE DECISION OF AYAM GEPHOK PAK GIEK JEMBER

Imelda Prisca Krishanti

Agroindustry Management Study Program

Department of Agribusiness Management

ABSTRACT

This study aims to determine the effect of the product, price, and consumer motivation on purchasing decisions. The research was conducted by analyzing the product, price, and motivation variables on the purchasing decision of Ayam Gephok Pak Giek Jember. Sampling was done using the technique of incidental sampling with the number of respondents as many as 40 people. The data analysis technique used is Multiple Linear Regression Analysis using SPSS 22 for Windows program. From the test results, it can be seen that simultaneously a product, price, and motivation variables have a significant influence on purchasing decisions. The results of partial regression testing show that product, price, and motivation have a significant effect on purchasing decisions at the Ayam Gephok Pak Giek Jember restaurant and the product variable is the variable that has the dominant influence.

Keywords : *Product, Price, Motivation, Decision to Purchase*