

# **ANALYSIS OF FACTORS INFLUENCING DOUGHNUT PURCHASE DECISIONS IN DOPOTA JEMBER**

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## **ABSTRACT**

*This research is motivated because business development is very rapid, especially in the country. Of the many businesses, the food or culinary business is a business that can grow rapidly and has a considerable and very promising opportunity. The study also aims to determine the effect of price, taste and packaging quality variables simultaneously and partially on purchasing decisions on Jember County Dopota Doughnuts. The population in this study was all consumers who bought doughnuts / products in Dopota Doughnuts while the sample used as many as 40 respondents. The sampling technique used is incidental sampling technique. The analyses used in this study are Double Linear Regression Analysis, Determination Coefficient Analysis (Adjusted R Square), Test t and Test F. The results showed that there was an influence of price quality variables (X1), taste (X2), packaging (X3), simultaneously significantly affecting bound variables namely purchasing decisions (Y) on Dopota Doughnuts. Price quality variables (X1), taste (X2), have a significant influence on purchasing decisions (Y), while service quality variables (X3) have no significant effect on purchasing decisions (Y) and the variables that have the most dominant influence are price variables (X1).*