

***The Influence of Product Attributes On Consumer Decisions In Purchasing  
Nugget Chicken In Jember Regency***

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**ABSTRACT**

*This study aims to determine the effect of product attributes on consumer decisions in purchasing chicken nuggets in Jember Regency, sampling technique using accidental sampling. Data collection used questionnaires to 93 respondents who made purchases or had purchased chicken nuggets in Jember Regency. The attributes examined were halal labeling, price, product packaging, and brand. The research used is multiple linear regression test using the SPSS version 16 application. The results showed that the t test of the halal labeling variables, product packaging, and brands did not partially influence consumer decisions, while the price variable partially has a significant effect on consumer decisions in buying nuggets. The f test results show that the variables of halal labeling, price, product packaging, and brand have a significant influence on consumer decisions in purchasing chicken nuggets, From the test results the coefficient of determination obtained a value of 0.323 or 32.3%, which can be concluded that the product attributes consisting of halal labeling variables, price, product packaging, and brand have an effect on 32.3% of consumer decisions.*

*Keywords: Halal Labeling, Price, Product Packaging, Brand and Consumer Decisions*