

**FACTORS AFFECTING PRODUCT ATTRIBUTES TO PURCHASE  
DECISION ON CLAIRYS KITCHEN & PATISSERIE  
JEMBER REGENCY**

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**ABSTRACT**

*Clairys Kitchen & Patisserie is a food company, located at Jendral A. Yani street No.43, Jember Regency. The purpose of the research is to analyze and determine if the variable product quality, brand, packaging, and price affect purchasing decisions for cake products at Clairys Kitchen & Patisserie, simultaneously, partially, has a dominant. The population in this study is a customer of Clairys Kitchen & Patisserie. The sampling method follows the incidental sampling technique of 80 respondent. The data used are primary and secondary. The data analyze technique used is Multiple Linier Regression Analyze using SPSS 22.0 for windows. The conclusions of this research are: (1) testing F test are variabls namely product quality, brand, packaging, and price simultaneously or together have a significant effect on the purchase decision, (2) testing t test regression shows that the variable that have a significant effect product purchasing decisions at Clairys Kitchen & Patisserie are product quality, brand, and price. While the packaging variable has no significant effect on product purchasing decisions at Clairys Kitchen & Patisserie, (3) the variable that has the dominant influence on product purchasing decisions at Clairys Kitchen & Patisserie is the price variable.*

*Keywords: Attributes Product, Decision Purchase, SPSS*