

Pengaruh Atribut Produk Terhadap Keputusan Pembelian Prol Tape “Purnama Jati, Jember (*The Influence Of Attribute Products Of The Decision The Purchase Prol Tape “Purnama Jati”, Jember*)

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ABSTRACT

The research location is at UD. Purnama Jati, Jl. Kenanga VIII/A-9 Jember. The objective of this research is to analyze and asses the influence of product attributes against the decision of buying traditional Indonesian food called “prol tape”. A convenience sample of 50 consumers of “prol tape ” products from UD. Purnama Jati participated in the research. For acquiring this sample data is applied incidental sampling. All statistical analyses are conducted using SPSS 16.0 Statistics software by choosing multiple linear regression. To validate data before pre-processing process conducted validity and reliability techniques. From the testing can be concluded that: (1) brand name influence to the purchase decision. (2) label significant of the decision purchase. (3) packaging significant of the decision purchase. (4) price significant of the decision purchase.

Keywords: Brand Name, Label, Packaging, Price, Purchasing Decision