

**PENGARUH CITRA MEREK, HARGA DAN LOKASI TERHADAP  
KEPUTUSAN PEMBELIAN KONSUMEN  
PROL TAPE “SUMBER MADU” PADA PUSAT OLEH-OLEH SUMBER  
MADU KABUPATEN JEMBER**

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**ABSTRACT**

This study aims to determine the effect of variable Brand, Price and Location Simultaneously, and partially on the Purchase Decision of “Sumber Madu” Prol Tape at the Sumber Madu Souvenir Center in Jember Regency. The analysis used in this study is Multiple Linear Regression Analysis, Analysis of the Coefficient of Determination (*Adjust R Square*), t-test and F test. The results show that there is an influence from the variables of Brand Image (X1), Price (X2), and Location (X3). ), simultaneously or jointly with the dependent variable, namely Purchasing Decision (Y) Purchasing Prol Tape “Sumber Madu” at the Sumber Madu Souvenir Center in Jember Regency. Price Quality Variable (X2) has a significant effect on Purchasing Decisions (Y), while the Brand Image (X1) and Location (X3) variables have no significant effect on Purchasing Decisions (Y) and the variable that has the most dominant influence is Price (X2). ).

Keywords: Brand Image, Price, Location, and Purchase Decision