

Analysis of Factors Affect Consumers Desicions in the Purchase of Chicken Wings Brand Product of So Good at Golden Market and Giant Jember.

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ABSTRACT

Rapid growth in the processed livestock industry attracts food producers to produce frozen food, one of that is Chicken Wings. Chicken Wings So Good brand is frozen food that takes in the segmentation of consumers from all walks of life. The purpose of this study was to determine the factors that influence the purchasing decisions of So Good chicken products at the Golden Market and Giant Market Jember and determine the effect of product quality, price, promotion, and location on the purchasing decisions of So Good chicken products at the Golden Market and Giant Market Jember. This study uses a purposive sampling method with a total sample of 60 respondents. The analytical method used is multiple linear regression. The results got a regression equation $Y = 2.578 + 0.338X1 + 0.028X2 + 0.297X3 + 0.144X4 + e$. The results showed that the product quality variable has a significant influenced on purchasing decisions of 0.338. Promotion variable is 0.297. Then followed by location variables of 0.144. While the price variable has the lowest effect to compared other variables of 0.028. The result of this study is indicate that the product quality, promotion and location variable have a significant influenced on the purchasing decisions of the So Good Chicken Wings brand at the Golden Market and Giant Market Jember. The dominant factor in purchasing decisions for So Good Chicken Wings brand at the Golden Market and Giant Market Jember is Promotion.

Keywords: Purchase Decision, Product Quality, Price, Promotion, and Location.