

The Influence of Price, Product Quality and Promotion on Consumer Purchasing Decisions On Mie Ndower 23 in Kalibaru District, Banyuwangi Regency

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ABSTRACT

The background of this research is because there are many noodle culinary businesses with various levels of spiciness that stand in Kalibaru District, Banyuwangi Regency, one of which is Mie Ndower 23. This study aims to determine and analyze the effect of price, product quality and promotion on consumer purchasing decisions at Mie Ndower 23 in Kalibaru District, Banyuwangi Regency. The population in this study were all Ndower 23 Noodle consumers in Kalibaru District, Banyuwangi Regency with a sample of 40 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS 22.0 for Windows. The results of this study are that simultaneously the price variable (X1), product quality (X2) and promotion (X3) have a significant effect on consumer purchasing decisions at Mie Ndower 23 in Kalibaru District, Banyuwangi Regency. Partially the price variable (X1) and product quality (X2) have a significant effect on consumer purchasing decisions at Ndower 23 Noodles in Kalibaru District, Banyuwangi Regency, while the promotion variable (X3) has no significant effect on consumer purchasing decisions at Ndower 23 Noodles in Kalibaru District, District Banyuwangi. The independent variable that has the most dominant influence on consumer purchasing decisions on Mie Ndower 23 in Kalibaru District, Banyuwangi Regency is product quality variable (X2).

Key words : Price, Product Quality, Promotion, and Consumer Purchasing Decisions