

**The Influence Of Celebrity Endorsers, Price, And Product Quality On The Purchase Decision Of Luwak White Koffie Among Students At The Jember State Polytechnic**

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**ABSTRACT**

*One of the current beverage industry competitions is white coffee. However, the competition for white coffee is now increasingly difficult, therefore PT. Java Prima Abadi must continue to improve and pay attention to the quality of the products produced in order to improve purchasing decisions for Luwak White Koffie products. This study aims to (1) determine the influence of celebrity endorsers, price, and product quality simultaneously on the purchase decision of Luwak White Koffie Products, (2) determine the influence of celebrity endorsers, price, and product quality partially on purchasing decisions, (3) find out the variables that have a dominant influence on purchasing decisions. The population in this study was active students at the Jember State Polytechnic who had bought and consumed Luwak White Koffie products. The sampling technique used was incidental sampling with a sample lot of 40 respondents. The results of data analysis using SPSS 21 software, Test F showed that celebrity endorsers, price, and product quality simultaneously affect purchasing decisions. The t-test results show that price has a significant effect on purchasing decisions with a significant level of  $0.029 < 0.05$ . The dominant variable affecting purchasing decisions is price.*

**Keywords :** *Celebrity Endorser, Price, Product Quality, Purchase Decision*