

***The Influence Price, Location, and Promotion Of Purchasing Decisions On  
SakeraNoodles at Jember Regency***

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***ABSTRACT***

*The purpose of this study was to determine the Effect of Price, Location, and Promotion on Purchasing Decisions on Sakera Noodles at Jember Regency. The population in this study were consumers who bought Sakera Noodles on Street Danau Toba, Jember Regency. Sampling using purposive sampling technique of 40 respondents. The data used are primary data and secondary data. The data analysis technique used is Multiple Linear Regression Analysis, using the SPSS 25.0 for Windows program. The results of the research conducted by testing the regression coefficient of the f test showed that the price, location, and promotion simultaneously had a significant effect on the purchase decision of Sakera Noodles, Street Danau Toba, Jember Regency. Regression testing of the t test showed that all research variables had a significant effect on the purchase decision of Sakera Noodle Street Danau Toba, Jember Regency.*

***Keywords:*** *Price, Location, Promotion, Purchase Decision*