

**PENGARUH ATRIBUT PRODUK, HARGA DAN PROMOSI  
TERHADAP KEPUTUSAN PEMBELIAN PRODUK KEMIRI PADA  
UD. RIVA DI KABUPATEN JEMBER**

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**ABSTRAK**

This study aims to determine the effect of the marketing mix simultaneously and partially on the Purchasing Decisions of candlenut at UD.RIVA 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, promotion (X3) simultaneously or together against the dependent variable, namely the Purchasing Decisions (Y) of candlenut products at UD.RIVA. Meanwhile, partially the results there is a significant influence between the Product Attribut (X1) and Price (X2) variables on the dependent variable, namely the Purchase Decision (Y) of the candlenut product at UD.RIVA, while the other variables, namely the Promotion (X3) variable, have no effect significant to the Purchasing Decisions (Y)

*Keywords: Product Attributes, Price. Promotion, Purchase Decision, candlenut*