

The Influence of Product, Price, Location, Promotion on Consumer Purchasing Decisions at Fatimah Bakery in Subdistrict Patrang, Jember Regency

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ABSTRACT

This research was conducted because business competition is increasingly competitive, where the number of similar products is increasing in the same environment. Fatimah Bakery UD Patrang is a bakery that has quite a lot of competitors, where the products offered are various kinds of bread. This research was conducted with the aim of testing and analyzing the influence of product, price, location, promotions on consumer purchasing decisions at Fatimah Bakery in subdistrict Patrang, Jember Regency by taking a sample of 50 respondents. The analytical tool used is multiple linear regression analysis with the help of SPSS 23.00 for Windows. The results of this research can be concluded that the price variable (X2) has a significant effect on purchasing decisions. Meanwhile, product (X1), location (X3) and promotion (X4) variables do not have a significant effect on purchasing decisions. Based on the analysis, the price variable (X2) is the variable that has the dominant influence on the decision to purchase bread products at Fatimah Bakery in Subdistrict Patrang, Jember Regency.

Keywords: Product, Price, Promotion, and Purchasing Decisions.