

THE EFFECT OF BRAND IMAGE, WORD OF MOUTH AND PRICE ON CONSUMER PURCHASING INTEREST PROL TAPE PRODUCT AT UD PRIMADONA JEMBER

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ABSTRACT

Competition is getting tougher in the souvenir business, making it necessary for UD Primadona Jember to understand consumer buying interest factors that influence purchasing decisions in purchasing products. This research aims to test and analyze the influence of the independent variables partially and simultaneously as well as those which have the most dominant influence on the dependent variable. The research method uses a quantitative approach with a survey method with a sample size of 40 people. The sampling technique uses a non-probability sampling technique, a purposive sampling approach. Multiple linear regression analysis techniques, multiple coefficient of determination, F test and t test, with validity test, reliability test. Testing was carried out using the IBM SPSS Statistics 26 software analysis tool. Multiple linear regression equation $Y = 0,402 + 0,567X_1 + 0,467X_2 + 0,468X_3 + e$. Based on the results of the F test, the independent variables simultaneously have a significant effect on the dependent variable. Adjusted R² testing obtained a value of 81%. Based on the t test, it was found that brand image (X₁), word of mouth (X₂) and price (X₃) had a significant effect on consumer buying interest. The most dominant independent variable in influencing requests to buy prol tape products at UD Primadona is the word of mouth (WOM) variable.

Keywords : *Brand Image, Word of Mouth, Price, Purchase Interest*