

Analysis Of The Influence Of Brand Image, Product Quality, Price, and Promotion On The Purchase Decision Of Suwar Suwir UD Mutiara Rasa Products, Ajung District, Jember Regency
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ABSTRACT

This study aims to analyze and test the influence of brand image, product quality, price, and promotion on consumer purchasing decisions on shredded suwar at UD Mutiara Rasa. UD Mutiara Rasa is a business that produces shredded suwar typical Jember food derived from processed cassava. This study used multiple linear regression analysis with the help of SPSS 16. The sampling technique with non-probability sampling is precisely incidental sampling with a sample of 50 respondents. The results of this study show that the variables of brand image (X1), product quality (X2), price (X3), and promotion (X4) simultaneously (test F) have a significant effect on consumer purchasing decisions (Y). Partially (t-test) the variables of brand image (X1) and product quality (X2) have a significant effect on consumer purchasing decisions (Y), while price variables (X3) and promotions (X4) have an insignificant effect on consumer purchasing decisions (Y). Dominantly, the brand image variable (X1) is the variable that has a dominant influence on consumer purchasing decisions (Y) in UD Mutiara Rasa's shredded war.

Keywords : *Brand Image, Product Quality, Price, Promotion, Purchase Decision*