

***The Effect of Online Marketing, Product Quality, Brand Image and
Product Differentiation on Consumer Purchase Decisions
At Martabak D'Pecenongan Jember***

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ABSTRACT

The development of the culinary business is growing very rapidly, this can be proven by the increasing number of culinary business people who are getting moldy everywhere, in the Jember district alone there are around 4,098 agro-industrial business people who register their businesses. The aims of this study are (1) to find out and analyze whether online marketing has a significant effect on consumer purchasing decisions in Martabak D'Pecenongan, Jember Regency, (2) to find out and analyze whether product quality has a significant effect on consumer purchasing decisions in Martabak D' Pecenongan Jember Regency, (3) To find out and analyze whether brand image has a significant effect on purchasing decisions at Martabak D'Pecenongan Jember Regency, (4) To find out and analyze whether product differentiation has a significant effect on purchasing decisions at Martabak D'Pecenongan Regency Jember, (5) To find out and analyze the online marketing variables, product quality, brand image, and product differentiation whether they affect consumer purchasing decisions in Martabak D'Pecenongan, Jember Regency.