

***THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION
ON BOLEN CAKE PURCHASE DECISIONS
AT ISTANA BOLEN, JEMBER REGENCY***

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ABSTRACT

The increasingly fierce competition in the culinary business demands that business actors manage and analyze conditions in order to attract consumers by providing quality products, affordable prices, and effective promotions. Therefore, it is necessary to conduct research on the Influence of Product Quality, Price, and Promotion on Bolen Cake Purchase Decisions at Istana Bolen, Jember Regency. The research objectives are (1) To test and analyze the influence of product quality, price, and promotion simultaneously on bolen cake purchase decisions at Istana Bolen. (2) To test and analyze the partial influence of product quality, price, and promotion on bolen cake purchase decisions at Istana Bolen. (3) To test and analyze the dominant variables that influence bolen cake purchase decisions at Istana Bolen. The research method used is a survey. The research population is consumers of Istana Bolen's signature bolen cake with a sample size of 40 respondents. The test results show that (1) Simultaneous regression testing obtained results that the Product Quality, Price, and Promotion variables simultaneously have a significant influence on Purchase Decisions. (2) Partial regression testing obtained results that the Product Quality and Price variables partially have a significant influence on Purchase Decisions, while the Promotion variable partially has no significant influence on Purchase Decisions. The Price variable is the most dominant variable.

Keywords: *Product Quality, Price, Promotion, and Purchase Decision*