

***ANALYSIS OF FACTORS THAT AFFECT THE DECISION TO PURCHASE
PUREBRED CHICKEN EGGS AT UD. SIDOMULYO, SUMBER PINANG
VILLAGE, PAKUSARI DISTRICT, JEMBER REGENCY***

Yogi Afnur Pranata

International Marketing Management Study Program

Business Department

ABSTRACT

This study aims to identify and determine the influence of consumer distribution, , physicval evidence quality of service on purchase decisions. This research was carried out by analyzing distribution variables, physical evidence, service quality on consumer purchase decisions at Ud. Sidomulyo. Probalility sampling with a simple random sampling type with a total of 40 respondents. The analysis tool in this study used multiple linear regression analysis based on SPSS 21. The results of this study concluded that the distribution variables (X1), physical evidence (X2), and service quality (X3) simultaneously had a significant effect on consumers' purchasing decisions (Y) in Ud. Sidomulyo. Partially from the results of this study, it can be concluded that the variables of distribution (X1) and service quality (X3) have a positive and significant effect on consumers' purchasing decisions (Y) in Ud. Siddhartha, while the variable (X2) has a negative and significant effect on the consumer's purchase decision (Y) in Ud. Sidomulyo. The distribution variable (X1) is the variable that has a dominant influence on the consumer's purchase decision (Y) in Ud. Sidomulyo.

Keywords : *Distribution, Physical Evidence, Quality of Service, , and Purchase Decision.*