

THE INFLUENCE OF PRICE FACTORS, PERSONAL FACTORS, SOCIAL FACTORS, AND INFLUENCER MARKETING ON PURCHASING DECISIONS FOR ORIGINOTE PRODUCTS ON FEMALE STUDENTS OF JEMBER STATE POLYTECHNIC

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ABSTRACT

This study analyzes the influence of price factors, personal attributes, social influences, and influencer marketing on purchasing decisions for The Originote products at Jember State Polytechnic students. Quantitative data was obtained from 50 respondents through an online questionnaire and analyzed using multiple linear regression with SPSS. The analysis results show that collectively, the four independent factors have a significant impact on purchasing decisions (significance value < 0.001). At the partial level, the variables of price (significance value = 0.011), personal factors (significance value < 0.001), and influencer marketing (significance value = 0.009) significantly influenced purchase propensity. In contrast, social factors did not show a statistically significant relationship (significance value = 0.114). The regression model developed was able to explain 86.8% of the variation in purchase decision, with personal factors emerging as the most influential determinant. These findings underscore the need for The Originote to prioritize marketing strategies that align with consumers' individual characteristics and potential influencer reach. Efforts to increase the appeal of social aspects in purchase decisions are also suggested. Future research is suggested to expand the sample scope and integrate other variables such as perceived quality and brand recall.

Keywords: Price Factor, Personal Factor, Social Factor, Influencer Marketing, Purchase Decision