

**THE INFLUENCE OF PRODUCT, PRICE, BRAND, CONSUMER
ATTITUDE TOWARDS PURCHASE DECISION OF BLUDER BREAD
COKRO MADIUN
(CASE STUDY: STUDENTS OF CAMPUS 4 SIDOARJO)**

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ABSTRACT

The processing industry in East Java was a key sector in driving regional economic growth, particularly in the food and beverage subsector. Sidoarjo Regency contributed significantly through its processing industry, including the bread industry. Bluder bread, especially the Bluder Cokro brand, showed a positive trend based on local sales data and a survey on consumer awareness and interest. Bluder Cokro was selected as the research object due to its advantages in product quality, affordable pricing, strong brand image as a typical Madiun souvenir, and favorable consumer attitudes that matched their needs and preferences. This study focused on university students as active consumers who followed culinary trends and had critical consumption characteristics regarding price, quality, and product accessibility. A descriptive quantitative method was used, with purposive sampling techniques, and data were analyzed using multiple linear regression through SPSS 21. The purpose of this study was to determine the influence of product, price, brand, and consumer attitude on the purchase decision of Bluder Cokro Madiun bread among students at Campus 4 Sidoarjo. The results showed that all four variables had a bersama-samaeous significant effect. Partially, only price and consumer attitude had a significant effect, with consumer attitude being the most dominant factor.

Keywords: *Product, Price, Brand, Attitude, Decision, Bread*