

***The Influence of Product, Price, Place, and Consumer Attitudes on Purchasing
Decisions for Qonjamadu Shrimp Terasi Products
in Sidoarjo***

Septine Brillyantina S.ST., M.Tr.P. *as chief counsellor*

Rafidah

*Agroindustry Management Study Program
Agribusiness Management Department*

ABSTRACT

Sidoarjo Regency was a shrimp-producing area that supported the development of value-added processed products, such as shrimp paste. Qonjamadu Shrimp Paste was one of the consumer choices that could compete in an increasingly competitive market. This study aimed to analyze the influence of product variables, price, location, and consumer attitudes on the purchase decision variables for Qonjamadu Shrimp Paste. The purpose of the research was to provide business operators with an understanding of the factors that influenced purchases, which could be used to enhance competitiveness. The approach used was quantitative, with data collected through the distribution of questionnaires to 50 consumers who had made purchases. Sampling was conducted using incidental sampling, which involved selecting respondents randomly based on who the researcher encountered and who met the research criteria. The data obtained were analyzed using multiple linear regression, supplemented with validity and reliability tests, classical assumption tests, F-tests, and t-tests. The results of the study indicated that, simultaneously, all four independent variables had a significant influence on purchasing decisions. Partially, the product, price, and location variables had a significant influence, while consumer attitude did not have a significant influence because positive attitudes were not sufficient to drive purchases, which were more influenced by product quality, price, and location. The product was the most dominant factor influencing purchasing decisions due to its distinctive taste, strong aroma, attractive packaging, and good shelf life.

Keywords: *Product, Price, Place, Attitude, Purchase decision*