

***The Influence of Brand Image, Price and Location to Customer Purchasing Decisions
of Tempe Chips at Rohani Central Souvenirs Malang***

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ABSTRACT

This research aims to determine the influence of Brand Image, Price and Location to Consumer Purchasing Decisions of Tempe Chips at Rohani Central Souvenirs Malang. Based on the result of analysis using SPSS 21.0 for Windows. Showed that variable of Brand Image (X_1) has positive influence with t test of 4,127 and a significance level of 0,000 shows that Brand Image has significant influence to consumer purchasing decisions (Y), variable of Price (X_2) with t value of 1,297 and a significance level 0,200 shows that variable of Price has no significant influence to consumer purchasing decisions (Y), then followed by variable of Location (X_3) with t value of 2,358 and a significance level of 0,014 shows that variable of location has significant influence to customer purchasing decisions (Y). Based on F test obtained F value of 48,054 with significance level of 0,000 shows that variable of brand image, price and location simultaneously have positive influence to consumer purchasing decisions (Y). Adjusted R Square value of 0,705 which means variable of brand image, price and location affect purchasing decisions by 70,5% while the remaining 29,5% explained by others factors not examined in this research.

Keywords : Brand Image, Price, Location, Purchase Decision.