

Pengaruh Produk, Harga, Promosi Dan Saluran Distribusi Terhadap Keputusan Pembelian Bawang Goreng CV. Dua Putri Sholehah. (The Influence of Product, Price, Promotion and Distribution Channel Toward Buying Decision of Fried Onion on CV. Dua Putri Sholehah).

Detri Sandi Jumadil Amir
Study Program of Agroindustry Management
Majoring of Agribusiness Management
Program Studi Manajemen Agroindustri
Jurusian Manajemen Agribisnis

ABSTRACT

This research aims to test and analyze of product, price, promotion, and distribution channel simultaneously, partially and dominantly influence consumer buying decisions of fried onions on CV. Dua Putri Sholehah. This research was conducted at CV. Dua Putri Sholehah, on Tegalrejo Village Street, Dringu, Probolinggo Regency. The analysis was using validity and reliability test, classic assumption test, multiple linear regression and coefficient of determination, F test and t test by using SPSS 21.00. The result of this research shows that (1) Product, price, promotion, and distribution channel variables are simultaneously influence the buying decision of fried onions on CV. Dua Putri Sholehah, (2) Product variables, prices, and distribution channels are partially significant on buying decisions of fried onions on CV. Dua Putri Sholehah. However, promotion variable is non significant on buying decision of fried onion on CV. Dua Putri Sholehah. (3) Price variable (X_2) is dominantly significant on buying decision of fried onions on CV. Dua Putri Sholehah.

Key words : Fried Onion, Product, Price, Promotion, Distribution Channel, Buying Decision