

Pengaruh Kualitas Produk, Kemasan dan Harga Terhadap Keputusan Pembelian Produk Bubuk Kopi Arabika Java Ijen Raung CV. Argopuro Farm Jember. (Influences of Product Quality, Package and Price Against to Purchasing Decision Arabica Coffee Powder Product Java Ijen Raung CV. Argopuro Farm Jember)

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ABSTRACT

Java Ijen Raung is the products of this research. Variables of this research is product quality (X_1), package (X_2), price (X_3) and purchasing decisions (Y). Purpose of this research was to determine the influence of independent variables simultaneously, partially and determine the variables that has significantly influence purchasing decisions arabica coffee powder product in the coffee cooperative. The analysis technique used in this research is double linear regression including and determination coefficient, F-testing and t-testing with SPSS 16.0. Result of this research showed that (1) Variable of product quality, package and price simultaneously significant influence on purchasing decisions arabica coffee powder product. (2) Variable product quality and price has partially significant effect on purchasing decisions arabika coffee powder product. While price variable have not significant effect on purchasing decisions arabica coffee powder product.

Keywords: Products Quality, Package, Price and Purchasing Decision