

**FAKTOR ATRIBUT PRODUK DAN HARGA YANG MEMPENGARUHI
KEPUTUSAN PEMBELIAN PIA TAPE DI UD. PURNAMA JATI JEMBER**
(The Product Attributes Factors and Price Affecting a Purchase Decision of Pia Tape at UD. Purnama Jati Jember)

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ABSTRACT

This research reveals the effect of consumer behavior especially consumer of Conato Bakery on purchasing decision by analizing product attributes factors affecting purchasing decision of UD. Purnama Jati Jember. In this research reveals the effect of the taste, texture, packaging and price factors either simultaneously or partially, as well as the dominant factors that affecting the purchasing decision of Pia Tape at UD. Purnama Jati Jember. The analytical tool used in this research in multiple linear regression analysis. Overall the results of this research can be concluded that the variables such as taste, texture, packaging and price simultaneously will affecting on purchasing decisions of Pia Tape at UD. Purnama Jati Jember. Partially, the taste and price have will affecting on purchasing decisions of Pia Tape at UD. Purnama Jati Jember, but in this research the variables of texture and packaging variables an affected on purchasing decisions of Pia Tape at UD. Purnama Jati Jember. Variable price is variable which affecting on purchasing decisions of Pia Tape at UD. Purnama Jati Jember.

Keywords: *The Product Attributes Factors, Price and Purchase Decision*