

Analisis Pengaruh Atribut Produk Rasa, Harga dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Rumah Ice Cream Jember. (Analisis of Influence Product Atribute Taste, Price and Promotion to Purchasing Decision Consumer on Rumah Ice Cream Jember)

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ABSTRACT

This research located on Rumah Ice Cream at district Jember, East Java. The purpose of this research are (1) To find out influence of product attribute taste (X1) to purchasing decision of consumer at Rumah Ice Cream Jember. (2) To find out influence of price (X2) to purchasing decision of consumer at Rumah Ice Cream Jember. (3) To find out influence of promotion (X3) to purchasing decision of consumer at Rumah Ice Cream Jember. (4) To find out influence of product attribute taste (X1), price (X2) and promotion (X3) to purchasing decision of consumer at Rumah Ice Cream Jember. The analysis technique used in this research is multiple linear regression. From the test result, it can be concluded that: (1) Product attribute taste (X1) has influence to purchasing decision of consumer at Rumah Ice Cream Jember. (2) Price (X2) has influence to purchasing decision of consumer at Rumah Ice Cream Jember but does not significant. (3) Promotion (X3) has influence to purchasing decision of consumer at Rumah Ice Cream Jember but does not significant. (4) Product attribute taste (X1), price (X2) and promotion (X3) simultaneously has influence to purchasing decision of consumer at Rumah Ice Cream Jember.

Key words: Atribute product, Purchasing Decisions, Rumah Ice Cream Jember