

***The Influence of Product Quality, Promotion And Price To The
Demand Of Tobacco In Ptpn X Kebun Kertosari
Kabupaten Jember***

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ABSTRACT

Tobacco is one of the most important plantation commodities in the world including Indonesia's most important tobacco products in Indonesia. This study aims to (1) Is the product quality, promotion and price variables simultaneously significantly affect the demand for tobacco in PTPN X Kebun Kertosari Jember Regency (2) Is the product quality, promotion and price variables partially significant effect on tobacco demand in PTPN X Kebun Kertosari Kabupaten Jember (3) Which variable influential dominant to tobacco demand in PTPN X Kebun Kertosari Jember Regency. processing and analysis of data used are Test Validity, Reliability Test Results, Multiple Linear Regression Test, F Test Result (Simultaneously), Test Result t (Partially). Based on the results of multiple linear regression analysis with the help of SPSS 16.0 can be concluded that double linear regression equation is $Y = 1.570 + 0,123X_1 + 0,146X_2 + 0,239X_3 + e$.

Keywords: *Produc Quality, Promotion And Price, Tobacco demand*