

**The Influence of Product, Price and Distribution Channel
to Purchasing Decision of “Fitri” Cooking Oil
In Sumbersari, Jember**

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ABSTRACT

The purpose of this research is to analyze the influence of product, price and distribution channel on purchasing decisions of “Fitri” cooking oil in Sumbersari, Jember. Population in this research was consumer in Sumbersari. The sampling method using is sample purposive technique amount of 40 respondents. The data using is primary data. The data analysis technique using is multiple linear regression analysis uses SPSS 16.0 for windows program. The result of research has been conducted by regression test and t test showed that variable of product has significant influence to purchasing decision is equal to 0,033, variable of price has significant influence to purchasing decision is equal to 0,029, and variable of distribution channel has significant influence to purchasing decision is equal to 0,040. The variable that has dominant influence to purchasing decision is variable of price.

Keywords: Purchasing Decision, Product, Price, and Distribution Channel