

**Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Proltape Pada
UD Purnama Jati Kabupaten Jember.**

*The Factors That Influence Purchasing Decisions Proltape At UD Purnama Jati
District Of Jember*

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ABSTRACT

This research takes place in UD Purnama Jati Jember. The purposes of this study are 1) Factors that are influencing the decisions to purchase Proltape at UD Purnama Jati Jember simultaneously. 2) Factors that are influencing the decisions to purchase Proltape at UD Purnama jati Jember partial . 3) Factors that are influencing the decisionjs to purchase Proltape at UD Purnama jati Jember dominant. In this case, the researcher use observation, interviews, questionnaires, and literature studies as her data collection methods. The number of respondents who belongs to sample is 50 respondents. The analysis technique used is multiple linear regression, determination analisis, F test and T test. From the test results with SPSS 21.0 in windows, it can be concluded that (1) Simultaneously variable (X1) Product, (X2) Price, (X3) promotion, and (X4) The distribution channel significantly affect Proltape purchasing decision at UD Purnama Jati Jember. (2) Product variable in partially (X1) and distribution channel (X2) significantly affect Proltape purchasing decision at UD Purnama Jati Jember. (3) Variables that dominantly affect in influencing purchase decisions (Y) is the distribution channel (X4).

Keywords: *place , price, product, , promotion, and distribution channel*