

**IMPACT OF PRODUCT, PRICE, PROMOTION, AND DISTRIBUTION CHANNEL TO BAKPIA PURCHASING DECISIONS AT PIA WARUNG GLENMORE IN KABUPATEN JEMBER**

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***ABSTRACT***

*Making research site to this essay is located at Pia Warung Glenmore Jember. The goal of this research is analysing and testing product variable, price, promotion and distribution channel to bakpia purchasing decision at Pia Warung Glenmore Jember effected simultaneously and partially. Knowing the most dominant variable taking effect to purchasing decision is multiple linear regression analysis as well as classic asumption with help from SPSS 16.0. From test result can be concluded if: (1) simultaneously obtain conclusions that product variable, price, promotion, and distribution channel take a significant effect to bakpia purchasing decision at Pia Warung Glenmore. (2) Partially product variable, price, and distribution channel take a significant effet to bakpia purchasing decision at Pia WarungGlenmore Jember. While promotion distribution is not have a significant effect to buying decision. (3) variable price is said to be the most dominant influence on purchasing decisions.*

*Keyword: Product, Price, Promotion, Distribution Channel, Purchasing Decisions*