

**THE EFFECT OF PERCEPTION CONSUMER TO
PURCHASE DECISION ORGANIC RICE
PRODUCTION SUMBERJAMBE
DISTRICT JEMBER**

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ABSTRACT

This study aims are (1) brand image (X1), product quality (X2), price (X3), promotion (X4), and food safety (X5) simultaneously significantly influence to purchase decision organic rice production sumberjambe district jember. (2) brand image (X1), product quality (X2), price (X3), promotion (X4), and food safety (X5) partially significantly influence to purchase decision organic rice production sumberjambe district jember. (3) the dominant variable affecting the purchase decision organic rice production sumberjambe district jember is price. Analytical techniques which used in this research is multiple regression. Then, from the result of the test can be concluded that: (1) the independent variables consisting of brand image (X1), product quality (X2), price (X3), promotion (X4), and food safety (X5) in simultaneously significantly influence to dependent variable is the purchase decision. (Y). (2) the variables product quality (X2), price (X3), and food safety (X5) partially significantly influence to purchase decision (Y), but variables brand image (X1) and promotion (X4) not significantly influence to purchase decision (Y). (3) the price variable have dominant influence on purchasing decisions (Y) organic rice production sumberjambe district jember.

Keywords: *Perseption of consumer, Purchase decision, Organic Rice Production Sumberjambe District Jember*