

“Pengaruh Kualitas Produk, Promosi, dan Kepuasan Konsumen Terhadap Keputusan Pembelian Produk Susu UHT Coklat Ultra Milk (250 ml). (Studi Empiris Pada Indomart & Alfamart di Lingkungan Patrang, Jember)”.
("Effect of Product Quality, Promotion, and Consumer Satisfaction Purchase Decisions on product Ultra Milk UHT Chocolate Milk (250ml). (Empirical Study On Environmental Indomart & Alfamart in Patrang, Jember) "

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ABSTRACT

Taking place at the location of this Indomart & Alfamart. The purpose of this study was to determine the variable Product Quality, Promotion, and Satisfaction Consumers, Purchase Decisions on product Ultra Milk UHT Chocolate Milk (250 ml). Determine which variables are the most dominant influence on purchase decisions products Susu UHT Coklat Ultra Milk (250 ml). Analysis techniques used in this research is multiple linear regression with SPSS 16.0. From the test results it can be concluded that: (1) Together we concluded that the variable Attitudes, Product Quality, and Satisfaction Consumers significantly influence purchase (2)Partially variable Attitude significantly influence customer loyalty Susu UHT Coklat Ultra Milk. While variable consumer product quality and satisfaction consumers not significant effect on product customer loyalty Susu UHT Coklat Ultra Milk. (3) In the Variable Product Quality, Promotion and satisfaction Consumer showed that the variable most dominant Attitude influence on Purchase Decisions .

Keywords: Product Quality, Promotion, Satisfaction Consumer, Purchase Decisions