

**The Effect Of The Package, Price, Taste and Social Status To The Purchasing Decision Of  
DK Donut In Jember Regency  
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**ABSTRACT**

The research was conducted to clarify the effect of consumer attitude to the purchasing decision Donut Kampung in Jember Regency. In this research, it was showed that the effect of the package, price, taste and social status in group or partially and also significant factor to the purchasing decision of Donut Kampung in Jember Regency. This research used 100 correspondent buying Donut Kampung. The analysis used in this research in regression linier analysis. Overall, the result of the research was concluded that package, price, taste and social status variable influencing on the significant decision to Donut Kampung in Jember Regency. Based on partial variable, package and taste influenced on the purchasing decision in DK Donut Jember Regency. The package variable was the dominant variable to the purchasing decision in DK Donut in Jember Regency.

*Keywords :consumer behaviour, purchasing decisions, donut in Jember Regency.*

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