

THE EFFECT OF QUALITY PRODUCTS , PRICE , PROMOTION , AND WEATHER READY TO PURCHASE DECISION TEA DRINKING TEA IN PACKAGING BOTTLE BRAND SOSRO (A Case Study of Student Polytechnic of Jember)

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ABSTRACT

This Final Decision location is housed in the Polytechnic of Jember . The purpose of this study is (1) Influence of product quality, price , promotion and weather on Product Purchasing Decisions Botol Sosro simultaneously or partially , (2) The dominant variable affecting the purchase decision Botol Sosro . The independent variable in this study is the quality of the product (X1) , price (X2) , promotion (X3) and the weather (X4) . Analytical techniques which used in this research is Multiple Regression. Then, from the result of the test can be concluded that: (1) In simultaneously the quality of products , prices , promotions and weather significantly influence the purchase decision of products Botol Sosro (2) partially quality of product , price, promotion and weather significantly influence the purchase decision of products Botol Sosro (3) the variable quality of the products is the dominant variable Purchasing Decisions affecting product Botol Sosro .

Keywords : Purchase Decision , Tea Bottle Sosro

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