

# **Analisis Faktor Faktor Yang Mempengaruhi Keputusan Konsumen Terhadap Pembelian Produk Chicken Wings Merek So Good Di Golden Dan Market Giant Jember**

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## **ABSTRAK**

Pertumbuhan pesat dalam industri olahan hasil peternakan menarik minat produsen pangan untuk memproduksi *frozen food*, salah satunya *Chicken Wings*. *Chicken Wings* merek *So Good* merupakan *frozen food* yang mengambil segmentasi konsumen semua kalangan masyarakat. Tujuan penelitian ini untuk mengetahui faktor-faktor yang berpengaruh terhadap keputusan pembelian produk *Chicken Wings* merek *So Good* di Golden Market dan Giant Market Jember dan mengetahui pengaruh kualitas produk, harga, promosi, dan lokasi terhadap keputusan pembelian produk *Chicken Wings* merek *So Good* di Golden Market dan Giant Market Jember. Penelitian ini menggunakan metode *sampling purposive* dengan jumlah sampel sebanyak 60 responden. Metode analisis yang digunakan adalah regresi linier berganda. Hasil penelitian mendapatkan persamaan regresi  $Y = 2,578 + 0,338X_1 + 0,028X_2 + 0,297X_3 + 0,144X_4 + e$ . Hasil penelitian menunjukkan bahwa variabel kualitas produk mempunyai pengaruh secara signifikan terhadap keputusan pembelian sebesar 0,338. Variabel promosi sebesar 0,297. Kemudian diikuti oleh variabel lokasi sebesar 0,144. Sedangkan variabel harga mempunyai pengaruh paling rendah dibandingkan variabel lain sebesar 0,028. Hasil penelitian tersebut menunjukkan bahwa variabel kualitas produk, variabel promosi dan variabel lokasi mempunyai pengaruh secara signifikan terhadap keputusan pembelian *Chicken Wings* merek *So Good* di Golden Market dan Giant Market Jember. Faktor yang dominan terhadap keputusan pembelian *Chicken Wings* merek *So Good* di Golden Market dan Giant Market Jember adalah Promosi.

Kata Kunci : *Keputusan Pembelian, Kualitas Produk, Harga, Promosi, dan Lokasi.*

***Analysis of Factors Affect Consumers Desicions in the Purchase of Chicken Wings Brand Product of So Good at Golden Market and Giant Jember.***

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**ABSTRACT**

*Rapid growth in the processed livestock industry attracts food producers to produce frozen food, one of that is Chicken Wings. Chicken Wings So Good brand is frozen food that takes in the segmentation of consumers from all walks of life. The purpose of this study was to determine the factors that influence the purchasing decisions of So Good chicken products at the Golden Market and Giant Market Jember and determine the effect of product quality, price, promotion, and location on the purchasing decisions of So Good chicken products at the Golden Market and Giant Market Jember. This study uses a purposive sampling method with a total sample of 60 respondents. The analytical method used is multiple linear regression. The results got a regression equation  $Y = 2.578 + 0.338X1 + 0.028X2 + 0.297X3 + 0.144X4 + e$ . The results showed that the product quality variable has a significant influenced on purchasing decisions of 0.338. Promotion variable is 0.297. Then followed by location variables of 0.144. While the price variable has the lowest effect to compared other variables of 0.028. The result of this study is indicate that the product quality, promotion and location variable have a significant influenced on the purchasing decisions of the So Good Chicken Wings brand at the Golden Market and Giant Market Jember. The dominant factor in purchasing decisions for So Good Chicken Wings brand at the Golden Market and Giant Market Jember is Promotion.*

*Keywords: Purchase Decision, Product Quality, Price, Promotion, and Location*