

**THE EFFECTS OF PRODUCT, PRICE, PLACE, AND REFERENCE
GROUP INFLUENCE ON THE PURCHASE DECISION
FOR KUE LUMPUR BU LILIK
(A Case Study at UD Wisnu Jaya Abadi, Sidoarjo Regency)
Supervised by Septine Brillyantina, S.ST., M.Tr.P.**

Aritiya Liawidiyanti Hermi
*Agroindustry Management Program
Department of Agribusiness Management*

ABSTRACT

The increase in competition in the food industry drove businesses to understand the factors that influenced consumer purchase decisions. UD Wisnu Jaya Abadi, through its product Kue Lumpur Bu Lilik, needed to consider the influence of product, price, place, and Reference Group Influence to improve consumer purchase decisions. This study aimed to analyze the effects of product, price, place, and Reference Group Influence on purchase decisions for Kue Lumpur Bu Lilik at UD Wisnu Jaya Abadi in Sidoarjo Regency. This study employed a quantitative approach with an associative research design and used accidental sampling. Data were collected through questionnaires administered to 50 respondents and were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination analysis, the F-test, and the t-test with the aid of IBM SPSS 25 software. The results showed that the variables of product, price, place, and Reference Group Influence simultaneously had a significant effect on purchase decisions, with a calculated F-value of 40.323 greater than the tabulated F-value of 2.58 and a significance level of 0.000 less than 0.05. Partially, the product (4.677), price (2.918), place (2.461), and Reference Group Influence (2.117) variables had a positive and significant effect on purchase decisions, with significance values for each less than 0.05. The Adjusted R-Square value of 0.762 indicated that 76.2% of the variation in purchase decisions could be explained by the product, price, place, and Reference Group Influence variables, while the remaining 23.8% was explained by other factors outside the model. The product variable was the most dominant variable because it had the highest t-value of 4.677 and the highest standardized beta coefficient of 0.429.

Keywords: *Product, Price, Place, Reference Group Influence, Purchase Decisions*