

***THE INFLUENCE OF PRODUCT, PRICE, LOCATION, AND CONSUMER
ATTITUDE ON PURCHASE DECISIONS FOR GREEN TEA BEVERAGES***

***(A Case Study At Dapur Tea Ijo, Gunung Gangsir Branch,
Pasuruan Regency)***

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ABSTRACT

The growing public interest in modern trendy beverages has driven the growth of various beverage businesses, leading to increasingly dynamic market competition. One popular drink is green tea, favored for its image as a convenient, refreshing beverage that aligns with contemporary lifestyles. One tea-based beverage business developing in Pasuruan Regency is Dapur Tea Ijo (Gunung Gangsir Branch, Pasuruan Regency). This business was chosen as the object of research because of its strategic location close to community activities, yet it still faces unstable daily sales fluctuations. This study focuses on analyzing the influence of product, price, location, and consumer attitude variables on green tea purchasing decisions, both simultaneously and partially, as well as identifying the most dominant variable. The research method used is quantitative associative with a survey approach. The sampling technique was carried out through purposive sampling, which is the selection of respondents based on specific criteria that align with the research objectives, involving a total of 50 respondents. Data analysis used multiple linear regression, instrument testing (validity and reliability tests), classical assumption tests, and hypothesis testing (F-test and t-test) processed through IBM SPSS 16 software. The results showed that simultaneously, all four variables have a significant effect on purchasing decisions. Partially, however, only the product (X_1) and price (X_2) variables are proven to have a positive and significant effect, whereas the location (X_3) and consumer attitude (X_4) variables do not have a significant effect. The price variable is the dominant variable based on the highest Standardized Coefficients Beta value of 0.371.

Keywords: Product; Price; Location; Consumer Attitude; Purchasing Decision; Green Tea.