

***The Influence of Price, Product Quality, Promotion on Purchasing
Decisions for Lestari Tempe Chips in Lumajang Regency***
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ABSTRACT

The snack industry in Indonesia has increased over the past few years, especially the tempeh chips processing industry. Tempe Lestari chips are one of the MSMEs that produce tempeh chips. This study has the objective of (1) Knowing and analyzing the influence of price, product quality, and promotion simultaneously on the purchase decision of lestari tempeh chips products. (2) To know and analyze the influence of price, product quality, promotion partially on the purchase decision of lestari tempeh chips products. (3) Identify the variables that have the most dominant influence on the purchase decision of tempe lestari products. This study utilizes a survey method with the research population, namely consumers of lestari tempeh chips. The results of the study are (1) Simultaneous regression testing shows that the variables price (X1), Product quality (X2), Promotion (X3) together have a significant effect on purchase decision (Y). (2) Partial regression testing obtained the following results: (a) Price (X1) partially had a significant effect on the purchase decision (Y). (b) Product quality (X2) partially have a significant effect on the purchase decision (Y). (c) Promotion (X3) has no significant effect in part on the purchase decision (Y). (3). Price (X1) is the most dominant factor in influencing the purchase decision (Y) by consumers in tempe lestari chips.

Keywords: Price, Quality, Promotion, Purchase Decision