

***INFLUENCE OF PRODUCTS, PRICES, VENUES AND PROMOTIONS ON
THE PURCHASE DECISION OF BROWNIES TAPE PRODUCTS IN UD.
PURNAMA JATI JEMBER***

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ABSTRACT

Special food is part of a cultural form that is regional, diverse and kind that reflects the natural potential of their respective regions. Competitive business competition today spurs company managers to think creatively and innovatively in order to always provide differentiation and excellence for their companies from their competitors. By paying attention to marketing activities in UD. Purnama Jati is expected to create the right strategy to further develop in an effort to achieve the target market. This study aims to find out and analyze the effect of products, prices, place, and promotions on UD tape brownie purchase decisions. Purnama Jati. The number of samples used as many as 50 respondents with sampling techniques in the form of nonprobability sampling with the type of accidental sampling. The data obtained is analyzed using multiple linear regressions. Based on the results of simultaneous hypothesis testing of product variables, price, place, and promotion simultaneously significantly affect the purchasing decision (Y). Based on the results of the partial test there are two free variables that have a significant effect, namely price (X2) and promotion (X4), while other free variables such as products (X1) and place (X3) do not have a significant effect on purchasing decisions (Y). Variable pricing (X2) has a dominant influence on purchasing decisions (Y). The coefficient of determination (R Square) showed that the free variable (X) was conductor to the bound variable (Y) by 70.2%, while the remaining 29.8% was influenced by other factors not included in the study.

Keywords: *Products, Prices, Places, Promotions and Purchasing Decisions*