ABSTRACT

THE INFLUENCE OF PRODUCT ATTRIBUTE, PRICE, AND BRAND IMAGE OF THE PURCHASING DECISION OF CHICKEN HOLIC’S PRODUCT OF THE STUDENTS OF PRIVATE JUNIOR HIGH SCHOOL ISLAM TERPADU AL-MUSABBIHIN, MEDAN.

The purpose of this research was to determine and analyze the influence of attribute product, price, and brand image on the purchasing decisions of chicken holic’s product on Students of Private Junior High School Islam Terpadu Al-Musabbihin, Medan and to know and analyze the most dominant factor to influence purchasing decisions. The research was conducted on Students of Private Junior High School Islam Terpadu Al-Musabbihin, Medan. The population in this research were Students of Private Junior High School Islam Terpadu Al-Musabbihin, Medan that are still active, who ever bought a chicken holic’s product more than 3 times. Data analyzing method is by using descriptive analyzing method and multiple linear regression. This research is study associative, and this research is using primary and secondary data which was obtained by documentation study and questionnaire whose measurement is using likert differential scale. Data was processed statistically by using SPSS for windows, namely T-test, F-Test, and identification of the determinant (R2). As the result of this research, based on Simultaneous test, it is proved that the factor of product attribute, price, and brand image have a positive and significant influence on purchasing decision of Chicken Holic’s product of the Students of Private Junior High School Islam Terpadu Al-Musabbihin, Medan. Partially, product attribute, price, and brand image each have a significant and positive effects on consumers purchasing decision. Product Attribute the most dominant variable influencing the consumer purchasing decision of Chicken Holic’s Product on Students of Private Junior High School Islam Terpadu Al-Musabbihin, Medan. The value of Adjusted R Square = 0.400, means the variability of dependent variable explained by independent variables lifestyle and consumer behaviour 40%%, while the remaining are 60% was explained by others variables which were not examined in this research.

Keyword : product attibute, price, brand image and purchasing decision.