

ABSTRACT

Devi Irma Yuli Yanti. 2018. Pengaruh Harga, Kualitas Produk Dan Kemasan Terhadap Keputusan Pembelian Camilan Jagung Pada UD. Fitra Jaya Di Manding. Skripsi, Prodi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Wiraraja Sumenep.

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UD. fitra jaya is one of the businesses engaged in snack foods ie snacks. This study aims to examine the effect of price, product quality and packaging partially or simultaneously to the decision of purchasing corn snack at ud fitra jaya. This research is done because the level of sales increased and decreased per month. this research is a quantitative research with case study and field research.

This research was conducted on consumer of corn snack who had bought or who was doing the buying process at UD. Fitra Jaya, with the number of samples used as many as 40 respondents. the testing techniques used in this study is multiple linear regression.

The results showed that together the price of product quality and packing effect on purchasing decision grand snack at UD. Fitra Jaya. partially variable price, product quality and packing effect on purchasing decision of corn snack at UD. Fitra Jaya.

Keyword: Price, product quality, packaging and purchase decisions.