

## ABSTRACT

### THE INFLUENCE OF PRODUCT ATTRIBUTE TO J.CO DONUTS AND COFFEE PURCHASE DECISION

(Study On J.co Donuts and Coffe Consumer`s Bandar Lampung)

By

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*This research purpose is for knowing how much product attribute influence against J.Co Donuts and Coffee`s consumers buyers decisions. This research already done with J.Co Donuts and Coffee`s costumers who was visiting J.Co Donuts and Coffee Bandar Lampung outlet. Number of sample in this research is 90 costumer. The variables in this research are Price, Brand, Pack, Taste, and Service. Sampling method using incidental sampling with quantitave research method with multiple regression analysis. Hypothesis testing was done with partial test (t test) and agregate test (f test). Result of partial test for Price variable ( $X_1$ ) data processing result was known  $t \text{ stat} > t \text{ tabel}$ ,  $13,723 > 0,67$ , in this partial test Price has influenced on customer purchasing decision in J.Co Donuts and Coffee Bandar Lampung. Result of partial test for Brand variable ( $X_2$ ) data processing result was known  $t \text{ stat} > t \text{ tabel}$ ,  $2,003 > 0,677$ , in this partial test Brand has influenced on customer purchasing decision in J.Co Donuts and Coffee Bandar Lampung. Result of partial test for Pack variable ( $X_3$ ) data processing result was known  $t \text{ stat} < t \text{ tabel}$ ,  $-4,222 < 0,677$ , in this partial test Price has no influenced on customer purchasing decision in J.Co Donuts and Coffee Bandar Lampung. Result of partial test for Taste variable ( $X_4$ ) data processing result was known  $t \text{ stat} > t \text{ tabel}$ ,  $2,456 > 0,677$ , in this partial test Taste has influenced on customer purchasing decision in J.Co Donuts and Coffee Bandar Lampung. Result of partial test for Service variable ( $X_5$ ) data processing result was known  $t \text{ stat} > t \text{ table}$ ,  $2,517 > 0,677$  in this partial test Service has influenced on customer purchasing decision in J.Co Donuts and Coffee Bandar Lampung. From the result of f test,  $f \text{ stat} > F \text{ tabel}$ ,  $63,464 > 2,48$ , showing that Price, Brand, Pack, Taste, and Service variables are have simultaneously influence on consumers purchasing decisions in J.Co Donuts and Coffee Bandar Lampung.*

*Keyword : consumer behavior, product attribute, consumers buyers decisions*