**ABSTRACT**

**ANALYSIS OF EFFECT OF PRODUCT ATTRIBUTES OF CONSUMER PURCHASE DECISION
(CASE STUDY ON CASSAVA CHIPS IBU SUT GROUP IN BANTUL KARANG, RINGINHARJO, KABUPATEN BANTUL)**

**Tyas Pawestri, Prodi Manajemen Universitas Mercubuana Yogyakarta**

|  |
| --- |
|  |

Cassava Chips Ibu Sut Group located in Bantul Karang, Ringinharjo, Bantul, Yogyakarta. Cassava Chips Ibu Sut Group, produce is cassava chips with 5 variant flavors, include: sweet spicy flavor, taste extra spicy, green chili flavor, savory flavor of vegetables and savory spicy flavor. The production capacity per day is 180 cassava be as much as 95 kg of cassava chips the workforce of 16 people. Marketing scope covers an area of Bantul, Yogy, Cilacap, Navan, Magelang, boyolali.

The purpose of this study was to determine whether there are significant product attributes include: the quality of the product (X1) and product packaging (X2) on consumer purchasing decisions cassava chips Ibu Sut Group either partially or simultaneously as well as the most dominant variable influence on consumer purchase decisions .

The sampling technique used purposive sampling. In this study, samples were taken that end user of cassava chips Ibu Sut group over 21 years old residing in the district Bantul. Data obtained through the questionnaire was tested for validity and reliability by using the formula product moment correlation and Cronbach's alpha. Analysis of the data using the mean aritmathic analysis, multiple linear regression analysis, F-test, T-test and test coefficient of determination and testing with the classical assumptions are processed using SPSS 16.0.

The results of the testing instrument of research shows that the items in question are valid and reliable questionnaire. In the classical assumption test questionnaire did not multicoloniarity, autocorrelation, heterokedastisitas and normal, so the data is worth used in the study.

Conclusion this study showed that the quality of the product (X1) positive and significant impact on consumer purchase decision, it can be seen from the value of t-count > t table (3.102> 1.66071) means that if the quality of the product increases the purchasing decisions of consumers will increase. Packaging products (X2) positive and significant impact on consumer purchase decision, it can be seen from t count> t table (3.977> 1.66071) mean when packaging products increases the purchasing decisions of consumers will increase. Based on simultaneous test (Test F) obtained by calculating the value of f (25.220)> f table (3.09), mean jointly variable quality of the product (X1) and product packaging (X2) significantly influence consumer purchasing decisions cassava chips Ibu Sut Group. While most influential variable is the variable quality of the product (X1) show which the influence of 32.9% compared to the variables that affect product packaging amounted to 25.5%.

**Keywords: product quality, product packaging and purchasing decisions**