

***THE EFFECT OF UNIQUENESS PRODUCT AND PROMOTION ON PURCHASE
DECISIONS AT PEPS GELATO JOMBANG***

ABSTRACT

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This study aims to determine and explain the effect of product uniqueness and promotion on purchasing decisions of consumers of Peps Gelato Jombang Jombang. This study uses an explanatory research method which is carried out through data collection in the field. The population is Peps Gelato Jombang consumers with a research sample of 100 people, data analysis using Multiple Linear Regression statistical methods and hypothesis testing and coefficient of determination. The data is processed using SPSS 2.0. Based on the results of the study indicate that Product Uniqueness and promotion have a good contribution in influencing purchasing decisions at Peps Gelato Jombang. In addition, the results obtained that product uniqueness has the greatest influence. So Peps Gelato Jombang needs to continue to maintain product uniqueness in order to make consumers continue to make purchasing decisions and be able to compete with other gelato businesses.

Keywords: Product Uniqueness, Promotion, Purchase Decision