

ABSTRACT

This research purposed to analyze factors that affected consumer buying decision toward HI-LO milk product. Factors used are product quality, price and promotion that hypothesed that these variables will affected consumer buying decision HI-LO milk product.

Method data used to analysed the effect of independent variables (product quality, price and promotion) toward dependent variable (consumer buying decision) is multiple regression with SPSS For Windows and hypothesis testing are: if probability value < 0.05 so H_a accepted and if probability value > 0.05 so H_a rejected.

The result showed that all independent variables have positif and significant effect toward dependent variables (consumer buying decision). From the multiple regression with SPSS, the equation are: $Y = 0.229X_1 + 0.697X_2 + 0.095X_3$. Simultaneously , quality product (X_1), price (X_2), promotion (X_3) can explained the dependent variable (consumer buying decision) because the value of F is 138.705 and probabiliy value < 0.05 (0.000).

Keywords: quality product, price, promotion, consumer buying decision.