

## ABSTRACT

*This research was conducted in Sidodadi Village, Kejuruan Muda District. The analysis method in this study uses quantitative descriptive analysis. The types of data used in this study are primary data and secondary data. The location of this research was conducted in Sidodadi Village, Kejuruan Muda District, Aceh Tamiang Regency. The primary data collection method used by the researcher was Observation, interviews and questionnaires. The number of samples in this study was 60 consumers. The results of this study simultaneously show that Price, Product Quality and Flavor Variants together have a significant effect on people's decisions in buying soy milk. Based on the results of the study partially, each variable also has a significant effect. Price has a negative and significant effect, which means that the higher the price of soy milk, the lower the public's interest in buying it. Product Quality has a positive and significant effect, indicating that the better the quality of soy milk, the more likely people are to buy it. Flavor Variants are the most dominant factor with a positive and very significant effect, which means that the more choices of soy milk flavors, the higher the public's interest in buying it.*

**Keywords:***Price, Product Quality, Flavor Variants, Public Decisions*