

ABSTRACT

Cassava chips are one of the most developed and phenomenal businesses in the city of Langkat. This business is located on Air Hitam Street in Langkat Regency. One of them is Mas Hendro's cassava chip business, which offers many flavors to suit different tastes. However, from January to April 2024, there was a decline in cassava chip sales. Additionally, there are many similar businesses, giving consumers numerous preferences to consider when deciding to purchase cassava chips. This study aims to analyze the factors influencing consumers in purchasing cassava chips in Air Hitam Village, Gebang Subdistrict, Langkat Regency. The results of this study using a multiple linear regression analysis model obtained the equation $Y = 4.323 + 0.046X_1 + 0.227X_2 + 0.135X_3$. The coefficient of determination (Adjusted R²) value is 0.676 or equal to 67.6%. The percentage of influence of individual factors, environmental factors, and marketing strategies was able to explain 67.6% of cassava chip purchasing decisions, while the remaining 32.4% was influenced by other variables outside the model that were not included in the study. The results of this study indicate that simultaneously (F test), individual factors, environmental influences, and marketing strategies simultaneously have a significant effect on purchasing decisions for Mas Hendro cassava chips. Meanwhile, the partial analysis shows that environmental influences and marketing strategies have a significant effect on purchasing decisions. Individual factors in this partial test do not have a significant effect on purchasing decisions for Mas Hendro cassava chips.

Keywords: Cassava Chips, Purchase Decision, Consumers