

ABSTRACT

This research was conducted at UD. Kembang Tani Farm, Lancang Barat Village, Dewantara Subdistrict, North Aceh Regency, Aceh Province in May 2024. One of the white snapper fish seed cultivation businesses in North Aceh Regency is in Lancang Barat Village, namely the Kembang Tani Farm business owned by Mr. Husein which is a white snapper fish nursery business. In its development, this business has been running smoothly. The size variations provided by the business owner vary, namely small size 3 cm, medium size 4 cm, and large size 5 cm. Prices also vary according to the size of the fingerlings available, starting from Rp 900 for 3 cm fingerlings, Rp 1,200 for 4 cm fingerlings, and Rp 1,500 for 5 cm fingerlings. The quality of 4 cm white snapper seeds is better than 3 cm because of their greater endurance and adaptability, making many consumers prefer 4 cm white snapper seeds compared to 3 cm and 5 cm seeds. The data analysis method used in this research is Multiple Linear Regression analysis. The results of this study indicate that simultaneously the factors or variables of price (X_1), size (X_2), quality (X_3), and location (X_4) have a significant effect on purchasing decisions (Y) of white snapper seeds in the business of kembang tani farm. While partially showing that partially the factors or variables that have a significant effect on the decision to purchase white snapper seeds at the Kembang Tani Farm business are size factors (X_2), quality (X_3) and location (X_4). Meanwhile, the price factor (X_1) in this partial test has no significant effect on the decision to purchase white snapper seeds at the Kembang Tani Farm business.

Keywords: Purchase Decision, Multiple Linear Regression Analysis, White Snapper Seedlings.