

ABSTRACT

This survey was conducted in May at the Krueng Geukueh market in Dewantara District, North Aceh District. Low- and middle-income people are generally more likely to buy bulk cooking oil than packaged cooking oil, while middle- and upper-income people tend to buy packaged cooking oil because the quality is guaranteed and more convenient. However, this does not exclude the possibility that the opposite could be the case due to demands for consumer safety and other considerations. This research uses the binary logistic regression analysis method to find out whether the studied variables have an impact on the decision to purchase bulk and packaged cooking oil using SPSS 25. The results of the analysis show that the factors influencing the decision to purchase loose and packaged cooking oil depend on the variables age (X_1), income (X_2), education level (X_3), number of family members (X_4), price (X_5), job (D_1) and motivation (D_2). and product quality (D_3) all have a significant impact on the decision to purchase bulk and packaged cooking oil at Krueng Geukueh Market. Partial (Wald test) of 8 variables, namely age (X_1), income (X_2), education level (X_3), number of family members (X_4), price (X_5), employment (D_1), motivation (D_2) and quality product (D_3), which influences only four variables, namely income (X_2), price (X_5), motivational variable (D_2) and product quality (D_3), which have a significant influence on purchasing decisions of loose and packaged cooking oil at Krueng Geukueh market.

Keywords: Binary Logistic Regression, Purchasing Decisions, Bulk Cooking Oil, Packaged Cooking Oil.