

ABSTRACT

The development of the livestock industry in Indonesia plays a crucial role in providing nutritious animal-based food and supporting economic growth. Garuda PS is a broiler chicken company that has seen increased sales since its establishment in 2020. However, since 2022, sales have declined. Based on the identification of causes, the theoretical concepts used include product, price, place, and promotion. This research aims to analyze the impact of these factors on consumer purchasing decisions.

This study employs a quantitative method with both descriptive and causal types, involving a sample of 200 respondents. Data was collected through questionnaires distributed to Garuda PS customers in Tasikmalaya City. Data analysis was conducted using SPSS 29 with descriptive statistics, normality tests, and multiple linear regression.

The study results indicate a significant effect and relationship from product, price, place, and promotion, all of which have a significant positive impact. The coefficient of determination of 68.3% shows that product, price, place, and promotion influence purchasing decisions, with 31.7% influenced by other unexamined variables.

The study recommends that Garuda PS pay closer attention to the aspects of product, price, place, and promotion, especially place and product, as these two variables have the highest influence on purchasing decisions.

Keywords: Product, Price, Place, Promotion, Purchase Decision