

ABSTRACT

The market environment is increasingly competitive, and the decline in purchasing a product is a factor in consumer purchasing decisions influenced by various factors, such as product quality, price, and packaging. Businesses need to understand the impact of these variables on purchasing decisions in order to optimize their marketing strategy. In addition, many studies that have been conducted in this field are still dominated by linear analysis, so this study tries to fill this gap by using non-linear regression methods. This research was carried out through a survey with a questionnaire distributed to a sample of consumers from various backgrounds and regions. The collected data were analyzed using non-linear regression methods, such as polynomial regression, logistic regression, or non-parametric regression methods, to determine whether there is a non-linear relationship between product quality, price, and packaging variables and consumer purchasing decisions. The results showed that there was a significant influence between product quality, price and packaging on consumer purchasing decisions. However, the pattern of relationships found is not always linear. There are relationships that are more complex and not visible in ordinary linear regression analysis. These findings provide new insights for business people to optimize their marketing strategy, by adjusting product quality, price, and packaging according to consumer preferences and needs. Based on the findings from this study, the overall strategy that can be recommended is the expansion of further research involving other variables that may also have an influence on consumer purchasing decisions. In addition, business people need to dig deeper and understand how psychological and social factors can also influence consumer purchasing decisions. By integrating this research with a consumer-oriented marketing strategy, businesses can increase the competitiveness of their products and gain a competitive advantage in a dynamic market.