

**EFFECT OF MARKETING *ONLINE*, *CATALOGUE* AND *OFFLINE*
ON PURCHASE DECISIONS BROWNIES IN STORE
AMANDA BROWNIES JEMBER REGENCY**

Soca Ahsima Satia Ampremada
Agroindustry Management Study Program
Department of Agribusiness Management

ABSTRACT

The development of cake brownies industry in Indonesia is increasing. Many competitor brownies are now emerging the level of competition becomes high, because of that, it is necessary to do a research on marketing of Amanda Brownies Jember Regency. This study aims to analyze and examine the effect of marketing influence on purchasing decisions on Amanda Brownies Jember Regency, partially and simultaneously. The number of sample that used in this study were 40 respondents. Based on the result of data analysis and discussion that can be draw conclusion follow: (1) The decision to buy Brownies products in Amanda Brownies in Jember Regency was caused by changes in Marketing Online, Marketing Catalog and Marketing Offline by 73.7% while the remaining 26.3% (100% -73.7%) was caused by other factors not examined in this research. Are economic factors, technological factors, political factors and cultural factors. (2) Independent variable marketing online, marketing catalogue and marketing offline have significant effect on dependent variable of purchasing. (3) Partial regression testing marketing online was not significant effect of purchasing decision, marketing catalogue was significant effect of purchasing decision, and marketing offline was not significant effect of purchasing decision.

Keywords : *Marketing Online, Marketing Catalogue, Marketing Offline and Purchasing Decision*