

***Effect of Marketing Mix on Donut Product Purchase Decisions at
J.CO Donuts & Coffee Jember***

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ABSTRACT

This research was conducted because of increasingly competitive business competition, where the number of similar products is increasing even in the same area. J.CO Donuts & Coffee Jember, which is a restaurant that has quite a number of competitors, where the products offered are donuts and coffee. This study was conducted with the aim of testing and analyzing the influence of the marketing mix on consumer purchasing decisions at J.CO Donuts & Coffee Jember. The population in this study are consumers who buy donuts at J.CO Donuts & Coffee Jember with a sample of 50 respondents. The analytical tool used is multiple linear regression analysis with the help of SPSS 23.00 for Windows. The results of this study can be concluded that the product, price, location and promotion variables simultaneously or jointly have a significant effect on purchasing decisions for donuts at J.CO Donuts & Coffee Jember. Partially the results of this study can be concluded that the product, price and promotion variables partially have no significant effect on purchasing decisions, while location partially has a significant effect on purchasing decisions. Based on location analysis, it is a variable that has a dominant influence on purchasing decisions for donuts at J.CO Donuts & Coffee Jember.

Keywords: Product, Price, Location, Promotion and Purchase Decision.