

***THE EFFECT OF MARKETING MIX ON THE PURCHASE DECISION OF
CRISPY CHICKEN IN AYAM GORENG NELONGSO , JEMBER
REGENCY***

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ABSTRACT

Currently, the business in the food sector is experiencing development, as can be seen from many of restaurants in Jember Regency. One of the restaurant businesses in Jember Regency is Ayam Goreng Nelongso, this makes business actors compete to win the hearts of consumers. Therefore, it is necessary to do research on the marketing mix crispy chicken product in Ayam Goreng Nelongso, Jember Regency. The aims of the research is to know the effect of product, price, location and promotion on purchasing decisions at Ayam Goreng Nelongso, Jember Regency, simultaneously and partially.

The population is consumers who buy crispy chicken products at Ayam Goreng Nelongso. The sampling technique is incidental sampling with 50 respondents. The data collection technique used a questionnaire . The analytical tool used is multiple linear regression. From the test results it can be concluded that: (1) simultaneously product, price, location and promotion variables have a significant effect on purchasing decisions. (2) partially product and location variables have a significant effect on purchasing decisions. (3) partially the price and promotion variables have no significant effect on consumer purchasing decisions.

Key words: *Product, Price, Location, Promotion, Purchase Decision, Crispy Chicken.*