

***THE INFLUENCE OF THE MARKETING MIX  
ON CAFE ES AQUARIUM PURCHASE DECISION  
IN SUMENEP DISTRICT***

Dr.Dewi Kurniawati, S.Sos, M.Si as chief counselor

**Imentya Syikrin Rizqiana**

*Study Program of Manajemen Agroindustri*

*Majoring of Manajemen Agribisnis*

***ABSTRACT***

*The development of the industrial sector today can be said to be growing rapidly starting from simple communities or small cities to metropolitan areas. The business phenomenon that is currently happening in Indonesia is the increasing growth of the Cafe & Resto business which is made from various types of different raw materials. One of the cafes in Sumenep Regency is Cafe Es Aquarium. This business was founded in early January 2020. This has made the competition between producers even tighter and the price fluctuations experienced by Cafe Es Aquarium have become more intense. This study aims to 1) analyze the effect of the 7P marketing mix simultaneously on purchasing decisions 2) analyze the influence of the 7P marketing mix partially on purchasing decisions. The number of samples used is as many as 80 respondents. The sampling technique used is incidental sampling. The data analysis technique used is multiple linear regression analysis. Based on the analysis that has been done, the conclusions obtained are: (1) Product variables, Price, Promotion, Location, People, Physical Evidence, Process simultaneously has a significant effect on the Purchase Decision variable. (2) Product variables, Price, Promotion, Location, People, Physical Evidence, Process partially have a significant effect on the Purchase Decision variable.*

*Keywords: Marketing Mix and Purchase Decision*