

***The Effect of Marketing Mix on the Purchase Decision of Geprek Nyinyir  
Chicken at Cafe Rooster in Probolinggo Regency***  
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ABSTRACT

*Cafe Rooster is a cafe that sells chicken-based food. The location of Cafe Rooster is on Jl. Raya Pakuniran, Paiton District, Probolinggo Regency. The purpose of this study was to analyze and test the product, price, distribution, and promotion variables simultaneously and partially influence consumer decisions in purchasing geprek nyinyir chicken at Cafe Rooster in Probolinggo Regency. The population used is consumers who buy chicken geprek nyinyir at Cafe Rooster in Probolinggo Regency. The number of samples used in this study is as many as 50 respondents. The sampling technique used the incidental sampling technique. The data used are primary data and secondary data. The data analysis technique used is validity and reliability test, classical assumption test, multiple linear regression and coefficient of determination (Adjusted R<sup>2</sup>), F-test and t-test with the help of SPSS 22 for windows. From the results of the tests that have been carried out, it can be seen that Keywords: (1) Product variables, price, distribution channels, and promotions simultaneously have a significant effect on purchasing decisions. (2) The price variable, distribution channel, and promotion partially have no significant effect on purchasing decisions, while the product variable partially has a significant effect on purchasing decisions.*

**Keywords :** *Product, Price, Distribution Channel, Promotion, and Purchase Decision.*