

***The Effect of Marketing Mix on Consumer Purchase Decisions at Cafe 0 Km  
Jember Regency***

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**ABSTRACT**

*This research is motivated by the occurrence of business development, seen from the number of cafes in Jember Regency. One of the cafe businesses in Jember Regency is Cafe 0 Km, this makes business actors compete to meet the needs and desires of consumers. Therefore, it is necessary to do research on the marketing mix on purchasing decisions at Cafe 0 Km, Jember Regency. This study aims to determine the effect of product, price, place, and promotion variables on purchasing decisions at Cafe 0 Km. The population in this study are consumers who buy at Cafe 0 Km. The sampling technique used is incidental sampling, as many as 50 respondents. The data used are primary and secondary data. The data analysis technique used is Multiple Linear Regression using the SPSS 21.0 application for windows. The results showed that: (1) simultaneously product, price, place, and promotion variables had a significant effect on purchasing decisions. (2) partially the price, place, and promotion variables have a significant effect on purchasing decisions, while the product variable has no significant effect on purchasing decisions. (3) the variable that has dominant influence on purchasing decisions at Cafe 0 Km is the price variable.*

**Keywords :** *Product, Price, Place, Promotion, Purchase Decision*