

THE INFLUENCE OF MARKETING MIX ON DOUGHNUT BUYING DECISION AT DOPOTA CAFE & DONUT JEMBER REGENCY

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ABSTRACT

Business competition at culinary business, especially doughnut has developed and started to appear in Jember Regency. It is supported by the changing of peoples' lifestyle. One of the companies producing doughnut situated in Jember Regency is Dopota Café & Donut so it makes the competition between doughnut producers becomes tighter. Therefore, research on marketing at Dopota Café & Donut Jember Regency needs to be done. This research was aimed to know and analyze the influence of marketing mix on doughnut buying decision at Dopota Café & Donut Jember Regency simultaneously and partially. The amount of samples used in this research are 50 respondents. The sampling technique is nonprobability sampling by using accidental sampling. The data analysis technique used is multiple linear regression analysis. The test done towards marketing mix variables consist of Product Independent Variable (X1), Price (X2), Marketing Channel (X3), and Promotion (X4), while The Dependent Variable consists of Buying Decision (Y). Based on the result of data analysis and the discussion done, can be concluded that: (1) Variable, Product (X1), Price (X2), Marketing Channel (X3), Promotion (X4) simultaneously influenced the Buying Decision (Y). (2) The conclusions of partial regression test were Product (X1) significantly influenced the Buying Decision (Y), Price (X2) insignificantly influenced The Buying Decision (Y), Marketing Channel (X3) significantly influenced The Buying Decision (Y), and Promotion (X4) insignificantly influenced The Buying Decision (Y). (3) The partial regression test could be concluded that Product (X1) and Marketing Channel (X3) had the dominant influence on The Buying Decision (Y) compared to Price Variable (X2) and Promotion (X4).

Key Words : *Product, Price, Marketing Channel, Promotion, and Buying Decision*