

***Effect of Marketing Mix on Decisions Purchaseat
UD Purnama Jati Jember Regency***

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ABSTRACT

The research that was conducted at UD Purnama Jati, Jember, aims to determine the effect of the marketing mix on purchasing decisions by analyzing product, price, place, and promotion on purchasing decisions at UD Purnama Jati. This study uses the Incidental Sampling technique in taking a sample of 50 respondents. The current research uses primary and secondary data. Meanwhile, the data analysis technique uses Multiple Linear Regression Analysis using the SPSS 21.0 application for windows. The results of this study show that product (X1), price (X2), place (X3), and promotion (X4) variables have a significant effect on purchasing decisions (Y) simultaneously. Partially, the price (X2), place (X3), and promotion (X4) variables have a significant effect on purchasing decisions (Y), and only the product variable (X1) has no significant effect on the partial test.

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