

**Pengaruh Bauran Pemasaran (*Marketing Mix*) Terhadap Keputusan
Pembelian Pada Tape Handayani 82 di Kabupaten Bondowoso (*The Effect of
Marketing Mix on Purchasing Decisions at Tape Handayani 82 in Bondowoso
Regency*)**

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ABSTRACT

This study aims to analyze and examine the factors of marketing mix that influence the customer in taking decision to purchase tapay product at Tape Handayani 82. The populations in this study were customers who purchased on Tape Handayani 82 at Jl. PB Sudirman, Blindungan, Bondowoso district, Bondowoso Regency. Sample that used in this study were 50 respondents. The sampling technique was *nonprobability sampling* using *accidental sampling*. Experiment conducted based on marketing mix variable which consist of Product, Price, Distribution and Promotion Variable. The data analysis technique used Multiple Linear Regression Analysis. Based on the result of data analysis and discussion that has been conducted as follow: 1) Product independent variable (X1), price (X2), distribution (X3) and promotion (X4) have significant effect on dependent variable of purchasing (Y). 2) Partial regression could be concluded as follow: product (X1) was significant effect of purchasing decision (Y), price (X2) was not significant effect of purchasing decision (Y), distribution was not significant effect of purchasing decision (Y), and also promotion (X4) was not significant effect of purchasing decision (Y). 3) Partial regression experiment could be concluded that product variable (X1) have dominant effect on purchasing decision (Y) compare to other marketing mix variables.

Key words: marketing mix, purchasing decision