

# **THE INFLUENCE OF MARKETING MIX IN BUYING DECISION AT SENDURO COFFEE MICRO BUSINESS IN LUMAJANG REGENCY**

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## **ABSTRACT**

*The increasing of coffee production and consumption becomes the opportunity for entrepreneurs using coffee as raw material. One of the businesses is coffee shop business. This can be seen from the development of coffee shop growing up in many cities in Indonesia. Therefore, a research about the marketing of Senduro Coffee in Lumajang Regency is needed. This research was aimed to know and analyze the influence of marketing mix in the buying decision at Senduro Coffee Lumajang Regency partially and simultaneously. The number of the samples used in this research was 50 respondents. The sampling technique was nonprobability sampling using accidental sampling technique. The data analysis technique used was multiple linear regression analysis. The test done towards marketing mix variables consisted of independent Product variable (X1), Price (X2), Promotion (X3), Location (X4), while the dependent variable was Buying Decision (Y). Based on the data analysis result and the study done can be concluded that:*

*(1) Product Variable (X1), Price (X2), Promotion (X3), and Location (X4) were simultaneously had the significant influence in Buying Decision (Y). (2) The partial regression test resulted the conclusions that: Product (X1) was significantly influenced the buying decision (Y), Price (X2) was insignificantly influenced the buying decision (Y), Promotion (X3) was insignificantly influenced the buying decision (Y), and Location (X4) was insignificantly influenced the buying decision (Y). The partial regression test could be concluded that Product (X1) had more dominant influence in the buying decision (Y) compared to the Price Variable (X2), Promotion (X3), and Location (X4).*

**Keywords:** *Product, Price, Promotion, Location, Buying Decision*