

***Effect of Marketing Mix On Purchase Decision Tahu in Home Industry Maju
Jaya Situbondo Regency***

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ABSTRACT

The purpose of this study is 1. To find out and analyze the influence of product variables, prices, promotions, and distribution channels simultaneously on the purchasing decision tahu in Home Industry Maju Jaya Situbondo Regency 2. Knowing and analyzing the influence of product variables, prices, promotions, and distribution channels partially on the purchasing decisions in Home Industry Maju Jaya Situbondo Regency. 3. Knowing and analyzing variables that have the most dominant influence on buying purchasing decisions in Home Industry Maju Jaya Situbondo Regency. The analysis technique used in this study is multiple linear regression. From the test results it can be concluded that: (1) simultaneously or together it can be concluded that the influence of product variables, prices, distribution channels, promotions has a significant effect on purchasing decisions, (2) partially product variables and prices significantly influence purchasing decisions, while the promotion variables and distribution channels have no significant effect on purchasing decisions (3) the most dominant variable influencing the purchasing decision in Home Industry Maju Jaya Situbondo Regency is price.

Keywords: Products, Prices, Promotions, Distribution Channels, Purchasing Decisions