

**THE EFFECT OF SERVICE MARKETING MIX ON  
PURCHASING DECISION OF KOPI JANJI JIWA  
IN THE DISTRICT OF JEMBER**

**Retno Tri Wulandari**

*Agroindustry Management Study Program  
Agribusiness Management Department*

**ABSTRACT**

*Coffee has become a favorite beverage for youth, one of the business of coffee in Jember is "Kopi Janji Jiwa", thus making the competition a business of coffee is getting tighter so it is necessary to conduct a research about the service marketing mix of Kopi Janji Jiwa in the district of Jember. The research is aimed to investigate and analyze the effect of service marketing mix to the purchasing decision of Kopi Janji Jiwa in the district of Jember, simultaneously and partially. The number of samples used in this research was 80 respondents. Sampling techniques such as nonprobability sampling by using the technique of accidental sampling. Mechanical analysis of the data used was analysis of multiple regression linear. Tests carried out on a variable mix of marketing that consists of variables independent of other variables Product (X1), Price (X2), Channel Distribution (X3), Promotion (X4), People (X5), process (X6), and evidence of physical (X7 ) while the dependent variable is the Purchase Decision (Y). Based on the results of the analysis of the data and the discussion that has been done it can be concluded as follows: (1) independent variable (X) are simultaneously influenced significantly against variable dependent (Y). (2) Testing of regression is partially derived conclusions : Product (X1) influential significant against the decision of purchase (Y), while the variable price (X2), Channel Distribution (X3), Promotion (X4), People (X5), process (X6) , and physical evidence (X7) has no significant effect on purchasing decisions (Y).*

**Keywords:** *Product, Price, Channel Distribution, Promotion, People, Process, Physical Evidence, and Purchase Decision.*