

**The Influence of Marketing Mix on Purchasing Decision
of Cassava Tapai Product at Sumber Madu Sae Jember Regency
Supervisor: Dewi Kurniawati, S.Sos, M.Si**

Edo Ilhan Wardhana

Agro-industry Management Study Program
Agri-business Management Department

ABSTRACT

This research was aimed to explain about Marketing Mix such as product, price, promotion, and distribution on Purchasing Decision of Cassava Tapai Product at Sumber Madu Sae. The research instrument used is a questionnaire to obtain research data about purchase decision. The sampling method used is non-probability sampling with incidental sampling technique. Measure scale of this research used is Likert scale approach. Analysis technique used is multiple linear regression. The result of the correlation coefficient simultaneously (F test) has a value of 3,676, where this value is compared with a probability value of 0,000 – e level significance of 5% (0,05), so it can be concluded that the independent variable such as Product (X_1), Price (X_2), Distribution (X_3) and Promotion (X_4) variables simultaneously give significant influence on Purchase Decision (Y) at Sumber Madu Sae Jember Regency. The independent variable having dominant influence on Purchase Decision (Y) of Cassava Tapai Product at Sumber Madu Jember Regency is Distribution (X_3) variable.

Key Words: Marketing Mix, Purchase Decision, Consumer