

**EFFECT OF MARKETING MIX ON PURCHASE DECISIONS  
PIA TAPE ON UD. PURNAMA JATI  
IN JEMBER REGENCY**

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***ABSTRACT***

With so many tape production companies in Jember Regency can increase the production of a product made from tape as pia tape, at UD. Purnama Jati In Jember Regency so that the distribution of pia tape is more even and more rapid. The number of competitors like UD. in the era of globalization, competitive competition results in no business that can last long without the support of an effective and efficient marketing mix. Therefore it is necessary to do research on marketing at UD. Purnama Jati In Jember Regency. The study aims to determine and analyze the influence of the marketing mix on purchasing decisions Pia Tape UD. Purnama Jati In Jember Regency, the number of samples used simultaneously in this study was 50 respondents. The sampling technique is in the form of nonprobability sampling using accidental sampling technique. The test is carried out on the marketing mix variable consisting of Product (X1), Price (X2), Distribution Channel (X3), Promotion (X4) variables. The data analysis technique used is multiple linear regression analysis. Based on the results of data analysis and discussions that have been carried out, conclusions can be drawn as follows: (1) Product Variables (X1), Prices (X2), Distribution Channels (X3), and Promotions (X4) simultaneously have a significant effect on purchasing decisions simultaneously ( Y). (2) partial regression testing obtained the following conclusions: Product (X1) has a significant effect on purchasing decisions (Y), Price (X2) has no significant effect on Purchasing Decisions (Y), Distribution Channels (X3) has insignificant effect on Purchasing Decisions (Y), Promotion (X4) has a significant effect on purchasing decisions (Y). (3) partial regression testing concluded that the product (X4) has a dominant influence on purchasing decisions (Y) compared to other marketing mix variables.

**Keywords:** Products, Prices, Distribution Channels, Promotions And Purchase Decisions