

THE INFLUENCE OF MARKETING MIX ON THE BUYING DECISION AT AYAM GORENG KREMES CAK MAN, JEMBER

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ABSTRACT

Culinary business industry is one of the businesses developing rapidly in this era. Many new businesses appear up and compete tightly especially in Jember Regency. One of them is Ayam Goreng Kremes Cak Man. This research was aimed to know and analyze the influence of marketing mix on the buying decision at Ayam Goreng Kremes Cak Man simultaneously and partially. Based on the data analysis result can be concluded that: (1) The Buying Decision at Ayam Goreng Kremes Cak Man caused by product, price, distribution channel, and promotion in the amount of 71,5%, while the rest 28,5% caused by another factors which are not researched in this research. (2) Product, Price, Distribution Channel, and Promotion simultaneously influenced significantly on the buying decision. (3) Regression test partially concluded that Product significantly influenced the buying decision, Price insignificantly influenced the buying decision, Distribution Channel insignificantly influenced the buying decision, and Promotion insignificantly influenced the buying decision. (4) Product had the dominant influence on the buying decision compared by the other marketing mix variables.

Keywords: *Product, Price, Distribution Channels, Promotion and Buying Decisions*