

**EFFECT OF MARKETING MIX ON PURCHASE DECISIONS ICE
CREAM IN BVGIL GELATO & FRIENDS IN
JEMBER REGENCY**

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ABSTRACT

The development of ice cream industry in Indonesia is increasing, it is supported by increased public welfare and lifestyle demands. One of the ice cream franchise in Jember Regency is ice cream gelato restaurants. It called Bvgil Gelato & Friends. Many ice cream brands are now emerging, the level of competition becomes high. Because of that, it is necessary to do a research on marketing of Bvgil Gelato & Friends in Jember Regency. This study aims to analyze and examine the effect of marketing mix on purchasing decisions on Bvgil Gelato & Friends in Jember Regency, partially and simultaneously. The number of sample that used in this study were 50 respondents. The sampling technique was non probability sampling by using accidental sampling. Experiment conducted based on marketing mix variable which consist of product, price, promotion and place. The data analysis technique used is multiple linier regression. Based on the result of data analysis and discussion that can be draw conclusion follow: (1) Independent variable product (X1), price (X2), promotion (X3) and place (X4) have significant effect on dependent variable of purchasing (Y). (2) Partial regression could be concluded as follow: product (X1) was significant effect of purchasing decision (Y), price (X2) was not significant effect of purchasing decision (Y), promotion (X3) was not significant effect of purchasing decision (Y), place (X4) was not significant effect of purchasing decision (Y). (3) Partial regression experiment could be concluded that product (X1) have dominant effect on purchasing decision (Y) compare to other marketing mix variables.

Keywords: *Product, Price, Promotion, Place and Purchase Decision*