

**PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN
PEMBELIAN MOLRENG SEUHAHLATALATA DI SUMBERSARI
KABUPATEN JEMBER**

Elok Fidayati

Agroindustry Management Study Program

Department of Agribusiness Management

ABSTRACT

This study aimed to determine the effect of marketing mix simultaneously and partially on the purchase decision of Molreng Seuhahlatalata in Summersari, Jember Regency. The tool analysis used in this research is Multiple Linear Regression Analysis, Determination Coefficient Analysis (Adjust R Square), t Test and F Test. The results showed that there was an influence of marketing mix consisting of product variables (X1), promotions (X2), Channels Distribution (X3), Promotion (X4) simultaneously or together to the dependent variable, namely the Purchase Decision (Y) of Molreng Seuhahlatalata products. Product Variables (X1) and Promotion (X4) have a significant influence on Purchasing Decisions (Y), while other variables, namely Price (X2) and Distribution Channels (X3) have no significant effect on Purchasing Decisions (Y)

Keywords: Marketing Mix, Purchasing Decision, Molreng Seuhahlatalata