

***The Influence Of The Marketing Mix On Bakpia Product Purchase At Pia Warung Glenmore In Jember District***

Dr. Dewi Kurniawati, S.Sos., M.Si as chief counselor

**Nimas Ayu Wardani**

*Study Program of Manajemen Agroindustri  
Majoring of Manajemen Agribisnis*

**ABSTRACK**

*This study was conducted because the snacks or pastry industry, specifically Bakpia, is facing business competition. Bakpia Glenmore or Pia Warung Glenmore Jember Branch is one of the bakpia companies in the Jember Regency. The purpose of this study was to investigate and analyze the impact of the marketing mix on bakpia purchasing decision at Pia Warung Glenmore Jember Branch. This study's population consisted of 70 respondents who purchased bakpia Pia Warung Glenmore Jember Branch. Multiple liniear analysis with IBM SPSS 21 software was used as an analytical tool. The results of this study can be concluded that the variables of product, price, promotion, and distribution channels have a significant effect on purchasing decisions for bakpia at Pia Warung Glenmore, Jember Branch. Partially, the results of this study can be concluded that the product and distribution channel variables have a significant effect on purchasing decisions, while the price and promotion variables have no partially significant effect on purchasing decisions. Based on the results of the analysis of the product variable, it is the variable that has the dominant influence on the decision to buy bakpia at Pia Warung Glenmore, Jember Branch in Jember Regency.*

**Keyword :** *Product, Price, Promotion, Location and Purchase Decision*