

***The Effect of Marketing Mix on Purchase Decisions on Black Coffee Drinks at
Coffee Basecamp in Summersari District, Jember***

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ABSTRACT

The background of this research is the occurrence of business development, seen from the many new coffee shops that are present, one of which is coffee drink products. One of the companies that produce coffee drinks in Jember Regency is Basecamp Coffee. This study aims to analyze and determine the effect of product, price, location, and promotion variables on purchasing decisions at Coffee Basecamp in Summersari District, Jember. The population in this study were all consumers who bought black coffee beverage products at Basecamp Coffee with a sample of 50 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS 22.00. From the test results it can be concluded that: (1) simultaneously the product, price, location and promotion variables have a significant effect on purchasing decisions. (2) partially, product variables have a significant effect on purchasing decisions, while price, location, and promotion variables have no significant effect on purchasing decisions.

Key words: Product, Price, Location, Promotion, Purchase Decision