

***The Effect of Marketing Mix on Purchase Decisions for Tempe Crackers
Products at UD Restu Jaya in Jember Regency***

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ABSTRACT

This research was conducted because of the increasing business development that makes companies have to plan the right marketing strategy to increase sales. UD Restu Jaya is a company that has quite a number of competitors where the product offered is raw tempeh crackers. This research was conducted with the aim of testing and analyzing the influence of the marketing mix on consumer purchasing decisions for tempe cracker products at UD Restu Jaya in Jember Regency. The population in this study were consumers who purchased tempe cracker products with a sample of 50 respondents. The analytical tool used is multiple linear regression analysis using SPSS 21.0 for Windows. The results of this study are that it can be concluded that the variable product, price, location and promotion simultaneously or together significantly influence the purchasing decision of tempe cracker products at UD Restu Jaya in Jember Regency and partially the results of this study can be concluded that the price variable, location and promotion partially have no significant effect on purchasing decisions while product variables partially have a significant effect on purchasing decisions for tempe cracker products at UD Restu Jaya in Jember Regency.

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