

**Effect of Marketing Mix on Consumer Purchase Decisions  
Kremes Chicken at Cak Iwan Restaurant  
Jember Regency**

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***ABSTRACT***

*Along with the development of the times, there are many restaurants that provide a similar menu, such as processed chicken meat, so that business competition is increasing. One restaurant that sells chicken as its main menu is Cak Iwan Jember's Kremes Chicken. This research was conducted with the aim of testing and analyzing the effect of the marketing mix on consumer purchasing decisions on Cak Iwan Jember's Kremes Chicken. The population in this study were consumers who purchased Cak Iwan Jember's Kremes Chicken with a sample of 70 respondents. The analytical tool used is multiple linear regression analysis with the help of SPSS 21.00 for Windows. The results of this study can be concluded that the variables of product, price, location and promotion simultaneously or together significantly influence the purchasing decision of Cak Iwan Jember Chicken Kremes products. Partially the results of this study can be concluded that the variables of price, and location partially have no significant effect on purchasing decisions, while products and promotion partially have a significant effect on purchasing decisions. Based on product analysis, it is a variable that has a dominant influence on purchasing decisions for Cak Iwan Chicken Kremes products, Jember Regency.*

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