

***The Effect of Marketing Mix on Consumer Purchase Decisions at Kedai Cak
Ndhoet Jember Regency***

Prof.Dr.Ir, Bagus Putu Yudhia K, M.P as a supervisor

Auleman Ricardo Fanindi

*Agroindustry Management Study Program
Department of Agribusiness Management*

ABSTRACT

The research was conducted by looking at the phenomena that have occurred in recent years where the cafe business is growing, especially in Jember Regency. There are many famous cafes in Jember Regency, one of which is Kedai Cak Ndhoet, this makes business people have to be able to maintain their business amidst the many similar competitors. Based on this general description, research is needed on the marketing mix on consumer satisfaction at cak ndhoet shops in Jember Regency. This study aims to provide information about the effect of product, price, place and promotion variables on customer satisfaction at Kedai Cak Ndhoet. The population in this study are consumers who buy at Kedai Cak Ndhoet. The sampling technique used was incidental sampling, as many as 50 respondents. The data used are primary and secondary data. The data analysis technique used is Multiple Linear Regression using the SPSS 21.0 application for windows. The results showed that: (1) simultaneously the price (X_1), product (X_2), promotion (X_3), and place (X_4) variables have a significant effect on purchasing decisions (Y). (2) partially, the price (X_1) and promotion (X_3) variables have a significant effect on customer satisfaction (Y), while the product (X_2) and place (X_4) variables have no significant effect on customer satisfaction (Y). (3) the variable that has the most dominant influence on consumer satisfaction (Y) at Kedai Cak Ndhoet is the promotion variable (X_3).

Keywords: Product, Price, Place, Promotion, Purchase satisfaction