

***The Effect Of Marketing Mix On Bread Purchasing Decisions At Lharissa
Bakery In Probolinggo City***

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ABSTRACT

This research was conducted due to an increasingly competitive business competition. The number of similar products from year to year is increasing in Probolinggo City and outside the Probolinggo City area. Lharissa Bakery is one of the bakeries that has quite a number of competitors, where the product offered is bread with various variants. This research was conducted with the aim of testing and analyzing the influence of the marketing mix on consumer purchasing decisions at Lharissa Bakery. The population in this study are consumers who have purchased bread at Lharissa Bakery in accordance with the respondent's criteria by taking a sample of 50 respondents. The analytical tool used is multiple linear regression analysis with the help of SPSS 21.0 for Windows. The results of this study can be concluded that the product, price, place and promotion variables simultaneously or together significantly influence the purchasing decisions of bakery products at Lharissa Bakery. Partially the results of this study can be concluded that the product and promotion variables have no significant effect on purchasing decisions, while the price and place variables partially have a significant effect on purchasing decisions.

Keywords : Product, Price , Place, Promotion and Purchase Decision.