

**The Influence of Marketing Mix on Purchasing Decisions in Toko Roti 46
Jember Regency**

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ABSTRACT

This research was motivated by the rapid development of food business in Jember Regency, especially in snacks such as bread. One of the bakeries in Jember Regency is Toko Roti 46. This store has been established since 1970. This study aims to analyze the influence of the marketing mix simultaneously on purchasing decisions, analyze the influence of the marketing mix partially on purchasing decisions, and analyze the dominant marketing mix variables on purchasing decisions. The population in this study was consumers who bought bread at Toko Roti 46. The number of samples used was 80 respondents. The analysis tool used in this study is SPSS 21.0 for windows. The sampling technique used is accidental sampling. The data analysis technique used is multiple linear regression analysis. The population in this study was consumers who bought sandwiches at 46 bakeries. The number of samples used was 80 respondents. The analysis tool used in this study is SPSS 21.0 for windows. The sampling technique used is accidental sampling. The data analysis technique used is multiple linear regression analysis. This study concluded that the variables product (X1), price (X2), location (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) simultaneously had a significant effect on purchasing decision variables (Y). Partially, product variables (X1), price (X2), location (X3), promotion (X4), and people (X5) have a significant effect on purchasing decisions (Y), while process variables (X6) and physical evidence (X7) partially have a non-significant effect on purchasing decisions (Y). The location variable (X3) has a dominant influence on purchasing decisions (Y).

Keywords: Marketing Mix, Purchasing Decisions, and Bakeries