

**Analysis of the Effect of Marketing Mix and Consumer Attitudes on
Purchasing Decision Making of Mie Apong Sampurna
Gebang District, Jember Regency**

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ABSTRACT

The development of business in Indonesia shows that every business actor or company must face very tight and increasingly competitive competition. One company that is able to face business competition is Mie Apong Sampurna Jember. The population in this study were consumers who purchased Mie Apong Sampurna Jember with a sample of 60 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 variable product, price, location, promotion, and consumer attitudes simultaneously or together significantly influence the purchasing decision of Mie Apong Sampurna Jember products. Partially, the results of this study can be concluded that the location and promotion variables partially have no significant effect on purchasing decisions, while the product, price, and consumer attitudes variables partially have a significant effect on purchasing decisions. Based on the analysis of consumer attitudes is a variable that has a dominant influence on purchasing decisions for Mie Apong Sampurna Jember products.

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