

***The Effect of 7P Marketing Mix on Coffee Product Purchase Decisions at  
Rooster Basecamp in Paiton District, Probolinggo Regency***

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**ABSTRACT**

*The background of this research is business development, seen from the many new coffee shops that are present, one of which is coffee drink products. One of the cafes in Probolinggo Regency is Rooster Basecamp. This study aims to 1) analyze the influence of the 7P marketing mix together on purchasing decisions 2) analyze the influence of the 7P marketing mix partially on purchasing decisions 3) determine the most dominant variable on purchasing decisions. The number of samples used were 80 respondents. The sampling technique used is multiple linear regression analysis. Based on the results of the analysis that has been carried out, the conclusions that can be drawn are: (1) the variables of Product, Price, Promotion, Location, People, Physical Evidence, Process together have a significant effect on Purchasing Decisions. (2) the variable Product, Location, People partially have a significant effect on the Purchase Decision variable, while Price, Promotion, Physical Evidence, Process have no significant effect on the Purchase Decision. (3) Product variable is the most dominant variable on purchasing decisions.*

***Keywords:*** *Marketing Mix, Purchase Decision, Coffe*