

***Influence of the Marketing Mix on the Purchase Decision of Milk Tofu on Tahu Susu Gopong in Jember Regency***

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***ABSTRACT***

*This research is motivated by the increasing demand of tofu along with the growth of Indonesia's population. Tahu Susu Gopong is one of tofu product's in Jember regency. The study aims to analyze and examine the effect of product, price, place, and promotion on consumer purchasing decisions at Tahu Susu Gopong Jember regency. The population in this study were all consumers of who buy Tahu Susu Gopong products with a sampling of 50 respondents. The analytical tool in this study is multiple linier regression analysis with the help of SPSS 21.00. The result of this study can be conclude that the variable product, price, place, and promotion simultaneously have a significant effect on consumer purchasing decisions (Y) Tahu Susu Gopong Jember. The result of this study can be conclude that the variable place partially has a significant effect on consumer purchasing decisions (Y) Tahu Susu Gopong Jember, while the variable product, price, promotion partially have no significant effect on consumer purchasing decisions Tahu Susu Gopong Jember. The place variable in this study is a variable that has a dominant influence on consumer purchasing decisions Tahu Susu Gopong Jember.*

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