

The Effect Of 7P Marketing Mix On Purchasing Decisions For Gudeg Kaleng Bu Tjitro 1925 Original Variant At CV. Buana Citra Sentosa Yogyakarta

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ABSTRACT

This research was conducted because the increasing development of business makes business actors obliged to plan their marketing strategies appropriately in increasing sales. CV. Buana Citra Sentosa is one of the companies that has 4 variants of canned gudeg products. The superior product is Gudeg Kaleng Bu Tjitro 1925 original variant. This research was conducted Marketing mix at CV. Buana Citra Sentosa aims to influence purchasing decisions and can meet customer satisfaction, so that the delivery of raw materials and stock cans must be on time because the production process is effective and fast so that customer needs and company needs are met. The population in this study were customers who purchased gudeg kaleng bu tjitro 1925 original variant by taking a sample of 80 respondents. The analytical tool used is multiple linear regression analysis using SPSS 24 For Windows. The results of this study are that all variables of product, price, place, promotion, people, physical evidence, process simultaneously have a significant effect on purchasing decisions for Gudeg Kaleng Bu Tjitro 1925 original variant while partially the results in this study are product variables, price, place, promotion, people, physical evidence, process have a significant effect on purchasing decisions for Gudeg Kaleng Bu Tjitro 1925 original variant products at CV. Buana Citra Sentosa Yogyakarta.

Keywords: *Product, Price, Place, Promotion, People, Physical Evidence and Decision*