

THE INFLUENCE OF MARKETING MIX ON CONSUMER PURCHASING DECISIONS AT BAKSO KOTA CAK MAN POOR JEMBER BRANCH

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ABSTRACT

Business development in Indonesia is growing rapidly along with the times. One that stands in Jember is a meatball restaurant. Bakso Kota Cak Man Malang Jember Branch which is located on Jalan Letjend Suprpto No. 102, Sumberband Neighborhood, Kebonsari, Sumpersari District, Jember Regency. This study aims to analyze and test the variables of product, price, location, and promotion have a significant effect on consumer purchasing decisions at Bakso Kota Cak Man Malang Jember Branch and analyze and test the variables of product, price, location, and promotion have a significant effect on consumer purchasing decisions at Bakso Kota Cak Man Malang Jember Branch together. The population used is consumers who buy Bakso Kota Cak Man Malang, Jember Branch. The number of samples used in this study were 60 respondents. The sampling technique used is incidental sampling. The data analysis technique used is multiple linear regression analysis. Based on the analysis that has been done, the conclusions obtained are: (1) the product variable has a significant effect on purchasing decisions (Y), (2) the price variable has a significant effect on purchasing decisions (Y), (3) the location variable has no significant effect on purchasing decisions (Y), (4) the promotion variable has no significant effect on purchasing decisions (Y), and (5) product variables (X1), price (X2), location (X3), promotion (X4) have a significant effect on purchasing decisions (Y).

Keywords: *Marketing Mix and Purchase Decision*