

# **THE INFLUENCE OF MARKETING MIX ON BUYING DECISION COFFEE DRINK PRODUCTS AT PUSPA RASA SHOP IN JEMBER REGENCY**

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## **ABSTRACT**

*Coffee is a type of beverage that comes from the processing and extraction of coffee beans. One coffee shop in Jember Regency is Kedai Kopi Puspa Rasa. This shop is located in Mastrip Blok X-6 Housing, Summersari, Jember Regency. This study aims to determine and analyze the effect of the marketing mix on buying decisions of coffee beverage products at Puspa Rasa shop in Jember Regency, simultaneously and partially. The number of samples used in this study were 100 respondents. The sampling technique was non probability sampling by using accidental sampling. Experiment conducted based on marketing mix variable which consist of product, price, promotion and place. The data analysis technique used is multiple linier regression. Based on the result of data analysis and discussion that can be draw conclusion follow: (1) Independent variable product (X1), price (X2), promotion (X3) and place (X4) have significant effect on dependent variable o purchasing (Y). (2) Partial regression could be concluded as follow: Product (X1) has a significant effect on buying decisions (Y), Price (X2) has a significant effect on buying decisions (Y), Promotion (X3) has a significant effect on buying decisions (Y) , and Location (X4) has no significant effect on buying decisions (Y). (3) Partial regression experiment could be concluded that product (X1) have dominant effect on buying decisions (Y) compare to other marketing mix variables.*

**Keywords:** *Product, Price, Promotion, Location, Buying Decision*