THE INFLUENCE OF MARKETING MIX ON CONSUMER PURCHASES DECISIONS AT THE PESENKOPI SHOP (KALIMANTAN ROAD BRANCH) IN JEMBER DISTRICT

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ABSTRACT

Coffee is a plantation commodity which is included as a refreshing ingredient, but can also be classified as an annual plantation commodity. Current business developments in Jember district are growing rapidly with the times. It can be seen from the increasing number of entrepreneurs setting up Food and Beverage businesses. Food and Beverage which is currently a business trend in Jember is the Coffee Shop. Kedai PesenKopi is a coffee shop that was first established in the city of Malang in 2018. One of the PesenKopi branches is in Jember Regency, located on Jalan Kalimantan, Sumbersari District, Jember Regency. This research aims to analyze and test product, price, location and promotion variables which influence simultaneously on consumer purchasing decisions at Kedai PesenKopi (Jalan Kalimantan Branch) in Jember Regency and analyze and test product variables, price, location and promotion which influence partially on consumer purchasing decisions at Kedai PesenKopi. The population used is consumers who buy at Kedai PesenKopi. The number of samples used in this research was 50 respondents. The sampling technique used was incidental sampling. The data analysis technique used is multiple linear regression analysis. Based on the analysis that has been carried out, the conclusions obtained are: (1) product variables have a significant effect on purchasing decisions (Y), (2) price variables have a significant effect on purchasing decisions (Y), (3) location variables have no significant effect on purchasing decisions (Y), (4) promotion variables have a significant effect on purchasing decisions (Y), and (5) product variables (X1), price (X2), location (X3), promotion (X4) have significant effects on purchasing decisions (Y) .