

***The Effect of Marketing Mix In Purchasing Decisions On Mang Sabay Crispy
Grilled Chicken Products in Summersari Sub-District,
Jember District.***

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ABSTRACT

The development of the business sector in Indonesia has proliferated, and it is increasingly competing in Food and Beverage (FnB). A restaurant is one of the businesses in the FnB field that is in great demand at this time. Mang Sabay is one of the restaurants located in a strategic area around off-campus environments, which makes Mang Sabay have numerous of business competitors. This study aims to test and analyze the impacts of the marketing mix (product, price, location, and promotion) on purchasing decisions simultaneously and partially. The number of samples used is 50 respondents. The sampling technique used is incidental sampling. The analysis technique used is Multiple Linear Regression Analysis. Based on the results of the analysis that has been done, the conclusions obtained are: (1) Independent variables, namely Product (X1), Price (X2), Location (X3), and Promotion (X4) simultaneously or together have a significant effect on the dependent variable, namely Purchasing Decisions (Y). (2) The independent variables, namely Product (X1), Price (X2), Location (X3), and Promotion (X4), partially have a significant effect on the dependent variable, namely the Purchasing Decision (Y).

Keywords: *Marketing Mix and Purchasing Decisions*