

The Influence of the Marketing Mix on the Decision of Purchase Honey Soy Milk on UD Sehat Sejahtera Bersama Jember Regency

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ABSTRACT

This research which was conducted in UD Sehat Sejahtera Bersama Jember Regency aims to test and analyze the influence of marketing mix variables on purchasing decisions for honey soy milk at UD Sehat Sejahtera Bersama simultaneously and partially. The population in this study were all consumers who bought Honey Soy Milk with a sample of 50 respondents. The sampling technique is accidental sampling. The analytical tool used in this research is multiple linear regression analysis with the help of SPSS 25.00 for Windows. The results of this research show that product, price, distribution channel and promotion variables simultaneously have a significant influence on purchasing decisions for Honey Soy Milk at UD Sehat Sejahtera Bersama Jember Regency. Partially, product variables and distribution channels have a significant effect on the decision to purchase honey soy milk at UD Sehat Sejahtera Bersama Jember Regency, while price and promotion variables have an insignificant effect on the decision to purchase honey soy milk at UD Sehat Sejahtera Bersama Jember Regency.

Keywords: *Product, Price, Distribution Channels, Promotion, and Purchase Decision*