

***The Influence of Marketing Mix on Peanut Cake Purchase Decisions at UD
Elza Putra Food, Jember Regency***

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ABSTRACT

The current business development can be said to be very tight. This is shown by the number of entrepreneurs who produce various products. Business competition has emerged a lot because of new businesses that attract consumer interest. This study aims to test and analyze the influence of marketing mix (product, price, location and promotion) on purchase decisions simultaneously and partially. The number of samples used was 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 carried out, the conclusions obtained are: (1) The independent variables, namely Product), Price, Location and Promotion simultaneously or together have a significant effect on the bound variable, namely Purchase Decision . (2) The independent variables, namely Product , Price , Location and Promotion partially affect the .

Keywords: *Marketing Mix and Purchase Decision*