

**EFFECT OF MARKETING MIX  
COFFEE PURCHASING DECISION AT TEMPO DOELOE CAFE  
IN JEMBER DISTRICT**

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**ABSTRACT**

*The background to the problem in this research is business competition which is growing rapidly. This development requires every business to achieve profit and sustainability as business goals. Purchasing decisions as a stimulus in achieving profits and business sustainability can be achieved with strategic innovation in product, price, location and promotion aspects. With the increasing quantity of similar products and business players, the level of competition will become one of the topics of business problems. Coffee is a type of drink that comes from processed coffee beans and is a drink to fulfill secondary needs. Coffee can be enjoyed by people from the lower, middle to upper classes. This research aims to determine and analyze the influence of the marketing mix on coffee purchasing decisions at the Tempo Doeloe shop simultaneously and partially. This research uses a survey method. The type of data used is primary data sourced from interviews with consumers of the Tempoe Doeloe Coffee Shop. The data analysis technique used is multiple linear regression analysis using IBM SPSS Statistics 22. This research aims to find out: whether product variables [X1], price [X2], location [X3], and promotion [X4] have a significant effect on purchasing decisions [ Y] coffee at Kedai Tempo Doeloe in Jember Regency (1), the influence of variable X1 on Y (2), the influence of variable X2 on Y (3), the influence of variable X3 on Y (4), the influence of variable X4 on Y (5). The results of the research conducted by the researcher can be concluded: all variables X simultaneously have an effect on Y (1), variable X1 has an insignificant effect on Y (2), variable 4), variable X4 has no significant effect on Y (5).*

**Keywords:** *Product, Price, Location, Promotion and Purchase Decision.*