

**THE INFLUENCE OF MARKETING STRATEGIES
PURCHASE DECISION ON ANC WORMS
IN SEMBON VILLAGE, MALANG DISTRICT**

Prayoga Anjar Bimantara

International Marketing Management Study Program

Business Major

ABSTRACT

This research aims to determine the influence of product, price and consumer motivation on purchasing decisions. The research was carried out by analyzing the Product, Price, Place and Promotion variables on the decision to purchase ANC worms. Sampling was carried out using incidental sampling technique with a total of 34 respondents. The data analysis technique used is Multiple Linear Regression Analysis using the SPSS 26 for Windows program. The test results show that simultaneously the product variables, Price, Place and Promotion have a significant influence on purchasing decisions. The results of partial regression testing show that product, price, place and promotion have a significant influence on purchasing decisions for ANC worms in Sembon Village, Bululawang District, Malang Regency and the Promotion variable is the variable that has the dominant influence.

Keywords : Prouct, Price, Place, Promotion, Decision to Purchas