

**EFFECT OF MARKETING MIX ON PURCHASING DECISIONS AT
C'BEZT BRANCH KALIMANTAN STREET
JEMBER REGENCY**

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ABSTRACT

The objective of this study is to analyze the effect of the marketing mix, which consists of product, price, location, and promotion, on consumer purchasing decisions at the C'Bezt branch Jl Kalimantan, Jember Regency. The Indonesian fast food industry is undergoing rapid expansion, but the intense competition from major franchises and local businesses has led to a decline in revenue at the C'Bezt branch Jl Kalimantan. Specifically the branch's turnover decreased from an average of Rp 90 million per month in 2021 to Rp 57 million per month from January to May 2024. This study use quantitative approach, utilizing a consumer population from the C'Bezt branch Jl Kalimantan and use sample 50 respondents. The sampling method employed is nonprobability utilizing purposive sampling technique. In this approach respondents are selected on the basis of random or incidental selection. Multiple regression analysis is a statistical method employed to assess the impact of independent variables on consumer purchasing decisions. The findings indicated that the marketing mix exhibited a substantial impact on consumer purchasing decisions, accounting for 68.4% of the variance. The remaining 31.6% of the variation was attributed to factors not encompassed within the scope of the study. The F test yielded a value of 27.51, which significantly exceeded the F table threshold value of 2.58, thereby confirming a substantial influence in conjunction. However, the t-test results indicate that only the product and price variables exert a partially significant effect on purchasing decisions, while location and promotion do not demonstrate a significant effect.

Keywords: *Marketing mix, Fast food restaurant, Consumer purchase decision, Franchise, Marketing strategy*