

***The Influence of Marketing Mix on Purchasing Decisions of Banana Chips
Products at Karunia Jaya Micro Business in Lumajang Regency***

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ABSTRACT

This research is based on the development of food businesses that often experience an increase between businesses and many similar businesses. This means that entrepreneurs must be able to implement marketing strategies in order to win in their business competition. Karunia Jaya Micro Business is one of the companies that has quite a lot of competitors where the product offered is banana chips. This study aims to analyze and examine the effect of product, price, location, and promotion on consumer purchasing decisions for banana chips at Karunia Jaya Micro Business in Lumajang Regency. The population in this study were all consumers who bought banana chip products with a sampling of 50 respondents. The analytical tool used in this research is multiple linear regression analysis with the help of SPSS 22.0 for windows. The results of this study can be concluded that the variables of product (X1), price (X2), location (X3) and promotion (X4) simultaneously or together have a significant effect on purchasing decisions for banana chip products at Karunia Jaya Micro Business in Lumajang Regency. Partially, the product variable (X1), price (X2) has a significant effect on purchasing decisions, while the location variable (X3) and promotion (X4) partially have an insignificant effect on purchasing decisions at Karunia Jaya Micro Business in Lumajang Regency.

Keywords: *Product, Price, Place, Promotion, and Purchase Decision*