

**THE EFFECT OF MARKETING MIX ON THE DECISION TO
PURCHASE SUBSIDIZED FERTILIZER IN UD
SUMBER JAYA, AJUNG DISTRICT,
JEMBER REGENCY**

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ABSTRACT

The increase in consumption of subsidized fertilizer in Ajung District, Jember Regency has caused a lot of increasingly competitive competition and ineffective marketing communication has made UD Sumber Jaya have to be more active in competing with similar business competitors, with the hope of increasing the number of consumer purchasing decisions. Purchase of subsidized fertilizer at UD Sumber Jaya, Ajung District, Jember Regency. The location of this research was taken at UD Sumber Jaya, Ajung District, Jember Regency. The objectives of this study were (1) to determine the effect of product variables (X1), Price (X2), distribution channels (X3) and promotion (X4) on purchasing decisions (Y) simultaneously, (2) to determine the effect of product variables (X1), price (X2), distribution channels (X3), and promotion (X4) on purchasing decisions (Y) partially on subsidized fertilizer. The analysis technique used in this study was multiple linear regression. From the test results it can be concluded that: (1) simultaneously or together, the influence of product variables (X1), price (X2), distribution channels (X3) and promotion (X4) have a significant influence on purchasing decisions (Y), (2) partially the product variables (X1) and price (X2) have a significant influence on purchasing decisions, while the distribution channel variables (X3) and promotion (X4) have no significant influence on purchasing decisions for subsidized fertilizer at UD Sumber Jaya.

Keywords : *Marketing mix, Buying Decision, Subsidized Fertilizer*