

The Influence Of The Marketing Mix Of Product Purchase Conato Bakery in Jember

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ABSTRACT

Increased consumption of bread in Jember causes a lot of competition increasingly competitive and effective marketing communications that have not made the effort this bakery should be more active in order to compete with similar business competitors, hopefully to add the number of purchase decisions Conato Bakery products in Jember district. Intake of this research sites in Roti Conato is located in Roxy Square shopping center in Hayam Wuruk Jember. The purpose of this study is (1) to determine the effect of variable, price, distribution channels, promotion on purchasing decisions simultaneously, (2) to determine the influence of variables product, price, distribution channels, promotion on purchasing decisions partially, (3) to determine which are the most dominant variables that influence purchase decisions on products on Conato Bakery products. Analysis technique used in this study were multiple linear regression. From the test results can be concluded that: (1) simultaneously or together we concluded that the effect of the variable product, price, distribution channels, promotion significantly influence purchasing decisions, (2) in partial product and pricing does not significantly influence the purchasing decision, (3) the most dominant variable influencing purchasing decisions on Conato Bakery is the price.

Keyword : *Product Purchasing Decision Roti Conato*