**Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Pada Waroeng Spesial Sambal (SS) Di Kabupaten Jember**
*(Effect of Marketing Mix on Purchase Decisions in Waroeng Spesial Sambal (SS) in Jember Regency)*
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## ABSTRACT

*The culinary business is currently developing in restaurants in Jember, which is supported by the development of the times and also the lifestyle of the community. One of the culinary businesses in Jember is waroeng spesial sambal (SS), so it make a competition between one food stall and others competitive and growing. Because of it, we need to be conducted research on marketing in Jember especially in waroeng spesial sambal (SS). The aim of this research is to know the effect of product, price, distribution, promotion on purchasing decisions on waroeng spesial sambal (SS) in Jember, partially and simultaneously. The independent variables in this research are products $(X_1)$, Price $(X_2)$, Distribution $(X_3)$ and Promotion $(X_4)$ while the dependent variable is the Purchasing Decision $(Y)$.*
*The population in this research were consumers who bought food and beverages in waroeng spesial sambal (SS) which was taken by using Accidental sampling technique as many as 80 respondents. Multiple linear regression techniqu analysis. From the test results, it can be concluded that: (1) the partial variable of the product, price and distribution is of significant importance to purchasing decisions while the promotion variable involves no significant purchase decisions. (2) simultaneously product variables, prices, distribution and significant promotions on purchasing decisions. (3) product variable (X1) is the most dominant variable among rhe other variables.*

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