

The Effect of Marketing Mix on Chickenwings Purchasing Decision at Swiwings Summersari in Jember Regency

Gustanti Fauziah Ulfah

Agro-Industry Management Study Program
Department of Agribusiness Management

ABSTRACT

The development of food industry has been increasing as people encouraged socializing and filling the needs of food at same time. Fast food restaurant, Swiwing, whose product sells crispy fried chicken, becomes an option. It has unique cutting chicken wings characteristics and the offered sauce. Therefore it is necessary to conduct a research about marketing issues in Swiwings Restaurant at Sumtra street no 103 Summersari. This research discussed and analyzed the marketing mix of chickenwings purchasing decision in Summersari Swiwings in Jember Regency, simultaneously and partially, it was also to discover which variables are dominant towards the purchase. The sampling technique used nonprobability sampling by using accidental sampling technique. The sample used was 50 respondents. Testing was done on the marketing mix variable including in Product (X1), Price (X2), Promotion (X3) and Location (X4) variables. The data analysis technique used multiple linear regression analysis using SPSS 21.00 application. The results of this research indicated that: (1) Product (X1), Price (X2), Promotion (X3) and Location (X4) variables significantly affected the purchasing decision (Y) of chickenwings at Swiwings Summersari in Jember Regency. (2) Partial regression analysis concluded that Product (X1) Price (X2) Location (X4) has insignificant effect on purchasing decision (Y) of chickenwings at Summersari Swiwings in Jember Regency. (3) Regression analysis partially showed that promotion (X3) has a dominant effect on purchasing decision (Y) compared to other marketing mix variables at Summersari Swiwings in Jember Regency.

Keywords: *Product, Price, Promotion, Location and Purchasing Decision*