

The Influence of Marketing Mix Against Purchasing Decision At UD Roti Warna, Wirolegi - Jember

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ABSTRACT

The location of this research took place at UD Roti Warna Jember. The purpose of this research is (1) Influence of product factor, price, promotion, and distribution channel have simultaneously and partially effect to purchasing decision, (2) The most dominant variable influence buying decision at UD Roti Warna jember. Data collection methods used in this study were observation, questionnaire, interview and literature study. The number of respondents who were sampled were 50 respondents. Analytical techniques used are multiple linear regression, determination analysis, F test and T test. From result of testing with tool of SPSS 21.0 for windows can be concluded that (1) Simultaneously variable Price (X1), Product (X2), Distribution Channel (X3), Promotion (X4) influence significantly to Purchase Decision (Y). (2) Partially Price variable (X1), Product (X2), Distribution Channel (X3) have significant effect, while Promotion Variable (X4) has no significant effect on Purchase Decision (Y). (3) The most dominant variable in influencing Purchase Decision (Y) is Product (X1).

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