The Effect of Marketing Mix on Consumer Purchasing Decisions
In Corner Coffee Products In Jember Regency

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ABSTRACT

The increase in UMKM that are engaged in the coffee business in the City of Jember has led to a lot of increasingly competitive competition and ineffective marketing communication, making this coffee shop business must be more active in competing with similar business competitors, in the hope that it can increase the number of consumer purchasing decisions, therefore it needs to be researched. The Effect of Marketing Mix on the Purchase Decision of Corner Coffee Products in Jember Regency. Taking the location of this research on Jl. Kaliurang No. 2 Jember. The purpose of this research is (1) to determine the effect of product variables, price, distribution channels, promotion, on purchasing decisions simultaneously, (2) to determine the effect of variable product variables, price, distribution channels, promotion, on purchasing decisions partially, (3) to find out which variable is the most dominant that influences purchasing decisions on Corner Coffee products. The analysis technique used in this study is multiple linear regression. From the test results it can be concluded that: (1) simultaneously or collectively the conclusion is that the influence of product variables, prices, distribution channels, promotions has a significant effect on purchasing decisions, (2) partially product and price variables have a significant effect on purchasing decisions, while distribution and promotion channel variables have no significant effect on purchasing decisions (3) the most dominant variable influencing purchasing decisions is price.

Keywords: Purchase Decisions, Corner Coffee products