

Influence Of Marketing Mix On Repeat Purchase Through Consumer Satisfaction

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ABSTRACT

Jember regency has several small industries that produce prol tape because of the abundant natural resource carrying capacity along with skilled human resources but the product development faces various short comings in short shelf life, limited distribution area and the market is not familiar with the product. The ANIS brand tape prol tape will cope with this condition because it requires knowledge of consumer feedback and feedback on the marketed product as well as the various factors affecting the consumer's buy-back decision that is the marketing mix factor and customer satisfaction. The purpose of this research is to test and analyze the influence of marketing mix that is price, product, distribution channel, promotion to consumer buyback decision and test and analyze the influence of marketing mix to buyback decision through consumer satisfaction. This research is an explanatory research using survey method, carried out in the outlet of prol tape brand of ANIS brand, involving 60 respondents. The simultaneous test results indicate price, product, promotion, distribution influence to consumer satisfaction and repeat purchase decision. The result of partial test shows that price, product and distribution have significant effect to customer satisfaction, while promotion is not significant. Price, product, satisfaction have a significant effect on purchasing decision, while promotion and distribution have an insignificant effect.

Keywords : Marketing mix, repeat purchase, customer satisfaction