

***“The influence of Marketing mix to buying decision on Ice Cream Walls
Magnum in kelurahan sumber sari Jember”***

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ABSTRACT

This final project titled Influence of Marketing Mix to buying decision on Ice Cream Walls in kelurahan sumber sari jember. The purpose of this study is (1) Influence of Marketing Mix to buying decision simultaneously or partially, (2) The independent variables in this study are the Product (X₁), price (X₂), Pleace (X₃) and Promotion (X₄). Analysis techniques used in this research is multiple linear regression with SPSS 16.0 for Windows. From the test results can be concluded that: (1) simultaneously or together we concluded that variable product, price, pleace and promotion simultaneously significant effect on buying decision, (2) Partially product dan promotion variables significantly affect customer satisfaction while variable price and pleace not significant effect on customer satisfaction.

Keywords: Product, Price, Pleace, Promotion, Buying Decision