

**Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Kopi Pada
Café SOS Jajag Banyuwangi**

(The Influence of Marketing Mix Against Coffee Buying Decision At SOS Café
Jajag Banyuwangi)

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ABSTRACT

This research is located at SOS Café Jajag Banyuwangi. Variables used in this research are product variable (X1), price (X2), location (X3), promotion (X4) and purchasing decision (Y). The purpose of this study is to analyze the level of significance partially influence the product, price, location, and promotion of consumer purchasing decisions and analyze the level of significance simultaneously influence the product, price, location, promotion of consumer purchasing decisions. Analytical techniques used in this study are multiple linear regression including coefficient of determination, F test and t test with the help of SPSS 16.0. The results of this study indicate that: 1) Variable product, price, location, and promotion simultaneously significant Of visiting decisions. 2) Promotional variables in a significant effect on consumer purchasing decisions, while product variables, prices, and locations partially no significant effect on purchasing decisions.

Keywords: The Influence of Marketing Mix Against Buying Decision