

**Marketing Mix Effect Against Consumer Purchasing Decision at Café
Kolong Jember Regency
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ABSTRACT

Arabica Coffee (Java Raung) is a speciality coffee from Raung – Bondowoso. Demand for this coffee is increasing year to year. Ir. Matsakur (Head of Forestry and Plantation) revealed that in 2011, the export of this coffee is only made to European countries, such as Switzerland and Netherlands, but the next year the export will be carried out to Japan, Korea, and United States. According to data from Dishutbun (Department of Forestry and Plantation) Bondowoso, mentioned that in the first year the export of 17,6 tons, and in the second year leapt by 236,5 tons. In Jember, Café Kolong is one of the coffee shop which processing the Arabica Coffee (Java Raung) so it can be enjoyed by the consumers.

This study aimed to examizing and analizing the variables of the marketing mix, here are product, price, distribution channels, and promotion variable jointly and separately had significantly affecting to the consumer purchasing decision of Arabica Coffee Java Raung at Café Kolong Jember Regency, and also examining the variables which is dominantly affecting to the consumer purchasing decision. This study used survey method with sample of 50 respondents who coincidentally met and the study site, and buy the Arabica Coffee Java Raung at the research process.

The Analytical tool used in this study is multiple linier regression analysis. Overall, the result of this study can be concluded that the product, price, distribution channels, and promotion variable affecting jointly to the consumer purchasing decision of Arabica Coffee Java Raung at Café Kolong. Separately, price, distribution channels, promotion variable affecting but not significantly. Product variable affecting significantly.

Keywords : Marketing Mix, Consumer Purchasing Decision, Arabica Coffee Java Raung

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