

Pengaruh Bauran Pemasaran (7P) Terhadap Keputusan Pembelian Ayam Goreng Tepung Pada *Restaurant C'Bezt Friedchicken* Di Jalan Kalimantan Kabupaten Jember

(The Influence Of Marketing Mix (7P) About Purchase Decisions Of Friedchicken In Restaurant C'Bezt Friedchicken In Kalimantan Street Jember).

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ABSTRACT

This thesis research is located in Restaurant C'Bezt Friedchicken Kalimantan street Jember regency. The purpose is (1) to analyze and examine the influence of marketing mix (7P) significantly influence the purchasing decision of products fried chicken at restaurant C'Bezt Kalimantan street Jember regency, (2) To determine the variables of the marketing mix (7P) where is the most dominant on product purchasing decisions of fried chicken at Restaurant C'Bezt Friedchicken at Kalimantan street Jember. Regency. Analysis techniques used in this research is multiple linear regression with SPSS 16.0. From the test results can be concluded that: (1) product, price, place, promotion, people, process, physical evident significantly influence purchasing decisions (2) Researching the most dominant variable influencing purchasing decisions that is a product variable.

Keywords: Marketing Mix, Purchase Decisions