

Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Benih Padi Pad UD Mayasari Jember. (*Marketing Mix Influnce On Purchasing Decisions On The Rice Seeds At UD. Maya Sari Jember*)

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ABSTRACT

The marketing mix is an important thing that must be considered by the management company to achieve the objectives to be achieved. This study aims to examine and analyze the variables of the marketing mix variable product, price, promotion and distribution channels together and separately that significantly influence consumer purchasing decisions on products Rice Seed UD Maya Sari Jember, as well as test which variable most dominant influence on consumer purchasing decisions. This study uses a survey with a sample size of 50 respondents who by chance met on research, and buy products Rice Seed Maya Sari UD Jember during the research process. The analytical tool used in this study adala Validity and reliability test, classic assumption test and multiple linear regression analysis. Overall the results of this study can be concluded that the product, price, promotion and distribution channels jointly influence on consumer purchasing decisions on products Rice Seed Maya Sari UD Jember. Separately products and promotions significant effect, while the price and distribution channels but not significant effect. For the variable most dominant influence on consumer purchasing decisions Rice Seed products UD Maya Sari Jember is a variable product.

Keyword : Marketing Mix, Decisions Purchasing, Rice Seed