

THE EFFECT MARKETING MIX TO BUYING DECISION OF BROILER EGGS IN ROMLAN FARM REGENCY JEMBER

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ABSTRACT

The research location is housed in the Village District of Tutul Balung Balung Jember. The population in this study are all consumers of products of eggs on Romlan Farm. The sample in this study is that consumers who buy of eggs on Romlan Farm as much as 50 respondents. The sampling technique used is incidental sampling technique. The analysis technique used in this research is multiple linear regression with SPSS 14.0 for Windows. From the test results can be concluded that: (1) F test results showed that the four independent variables are product, price, distribution channels, Promotion simultaneously significantly influence purchasing decisions. (2) Product sales significantly influence purchasing decisions. (3) Prices not significant effect on purchasing decisions. (4) The distribution channel significantly influence purchasing decisions. (5) Promotion significantly influence purchasing decisions. (6) The product is the variable most dominant influence on purchasing decisions. While price was the weakest variables that influence the purchasing decision.

Keywords: product, price, distribution channels, Promotion, Purchase Decision

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