

THE INFLUENCE OF MARKETING MIX ON PURCHASE DECISIONS AT AVOCADO STORE IN BONDOWOSO DISTRICT

Mia Nur Ridyaningsih

*Agroindustry Management Study Program
Department of Agribusiness Management*

ABSTRACT

The development of the business world is growing rapidly along with the development of an increasingly advanced era. Now in Indonesia, there is a phenomenon of the beverage business made from various types of different raw materials, such as drinks made from coffee, tea, chocolate, boba, fruits and so on. One of the beverage producers in Bondowoso is Kedai Avocado. This makes the competition between beverage producers increasingly tight, so it is necessary to do research on marketing at the Avocado Shop in Bondowoso Regency. This study aims to analyze the effect of simultaneously and partially the marketing mix variables on purchasing decisions at the Avocado Shop and analyze the marketing mix variables that have the dominant influence on purchasing decisions at the Avocado Shop. This study was conducted using a quantitative approach. The population used is consumers who buy products from Kedai Avocado. The number of samples used in this study were 50 respondents. The sampling technique used is incidental sampling. The data analysis technique used is multiple linear regression analysis. Based on the analysis that has been done, the conclusions obtained are: (1) product variable (X1), price (X2), distribution channels (X3) and promotions (X4) together or simultaneously have a significant effect on purchasing decisions at Avocado Shops in Bondowoso Regency. (2) Product variables (X1), Price (X2) and Promotion (X4) have no significant effect on Purchase Decisions (Y), Distribution Channel variables have a significant effect on purchasing decisions (Y) at Avocado Shops in Bondowoso Regency. (3) The distribution channel variable (X3) has a dominant influence on purchasing decisions at the Avocado Store.

Keywords: Marketing Mix and Purchase Decision