

***The Influence of the 4P Marketing Mix on Purchase Decisions
at Cafe Cak Kebo Jember through Green Marketing***

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ABSTRACT

The increasing public awareness of environmental issues encourages business actors, including the cafe sector, to implement green marketing strategies as an effort to improve consumer purchasing decisions. This study aims to analyze the influence of the 4p marketing mix on green marketing, the influence of the 4p marketing mix on purchasing decisions, and the role of green marketing as a mediating variable on the influence of the 4p marketing mix on consumer purchasing decisions at Cafe Cak Kebo Jember. The study used a quantitative approach with a survey method. The research sample consisted of 120 respondents selected using accidental sampling techniques. Data were collected through questionnaires and analyzed using multiple linear regression analysis, t-test, F-test, and coefficient of determination (Adjusted R²) with the help of SPSS version 21. The results of the study show that in the first equation, simultaneously the 4p marketing mix has a significant effect on green marketing, while partially the product and promotion have a significant positive effect, while price and location have no significant effect. In the second equation, the 4p marketing mix simultaneously has a significant effect on purchasing decisions, while partially the product, price, and promotion have a significant positive effect, while location has no significant effect. In the third equation, the 4P marketing mix and green marketing simultaneously had a significant influence on purchasing decisions, while partially only price and green marketing had a significant positive influence. These results prove that green marketing is able to mediate the influence of the 4P marketing mix on consumer purchasing decisions at Cafe Cak Kebo Jember.

Keywords: *Marketing Mix, 4P, Green Marketing, Purchase Decision*