The Effect of the Marketing Mix on Consumer Purchase Decisions for Ice Cream Products at UD Cowina Bangsalsari, Jember Regency

Advisor: Lintang Anis Bena Kinanti, S.M.B., M.M.

Yulia Siti Fatimah
Study Program of Agroindustrial Management
Department of Agribusiness Management

ABSTRACT

This study aims to analyze the influence of the marketing mix on consumer purchasing decisions regarding ice cream products at UD Cowina Bangsalsari in Jember Regency. The study employed a quantitative approach using a survey method targeting consumers who had previously purchased ice cream bars at UD Cowina. The sample was selected using incidental sampling, with a total of 80 respondents. Data analysis was conducted using multiple linear regression with SPSS, including tests of classical assumptions, Adjusted R-Square, the F-test, and the t-test. The results showed an Adjusted R-Square value of 0.757, indicating that the marketing mix variables comprising Product, Price, Place, Promotion, Process, People, and Tangibles explained 75.7% of the variation in consumer purchasing decisions. Simultaneously, the marketing mix variables had a significant effect on purchasing decisions. Partially, the Product and Promotion variables exert a significant positive influence, while the Price, Place, Process, People, and Tangible Evidence variables do not significantly influence purchasing decisions. These findings underscore the importance of product and promotion aspects in influencing purchasing decisions in the UD Cowina ice cream market. It is hoped that these research results can serve as a basis for evaluating the company's marketing strategies to enhance competitiveness and influence consumer purchasing decisions.

Keywords: *7P Marketing Mix, Purchase Decisions, Ice Cream.*