

***The Effect of Marketing Mix on Consumer Purchase Decisions at Kedai Cak
Ndhoet, Jember Regency***

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ABSTRACT

The background of this research is that business development is very rapid, especially in the country. Of the many businesses, the coffee shop, coffee shop or culinary business is a business that can grow rapidly and has quite large and very promising opportunities. This study also aims to determine the effect of product, price, distribution channel and promotion variables simultaneously and partially on purchasing decisions at the Cak Ndhoet shop, Jember Regency. The population in this study were consumers who bought Robusta coffee at Kedai Cak Ndhoet while the sample used was 50 respondents. The sampling technique used is incidental sampling technique. The analysis used in this study is Multiple Linear Regression Analysis, Coefficient of Determination Analysis (Adjusted R Square), t-test and F-test with the help of SPSS 22.00. The results showed that there was an effect of the product variable (X1), price (X2), distribution channel (X3) and promotion (X4), simultaneously having a significant effect on the dependent variable, namely purchasing decisions (Y) at Kedai Cak Ndhoet. The product variable (X1), price (X2), has a significant effect on purchasing decisions (Y), while the distribution channel variable (X3) and promotions have no significant effect on purchasing decisions (Y) and the variable that has the most dominant influence is the price variable. (X2).

Keywords: Product, Price, Distribution Channel, Promotion, Purchase Decision