

Effect of Marketing Mix On Purchasing Decisions of Processed

Gouramy Fish in Resto Azkiya

Umbulsari District Jember Regency

Ahmad Zainul Rizal

Agro-Industry Management Study Program

Department of Agribusiness Management

ABSTRACT

The development of the agribusiness world is increasingly increasing rapidly and business people are increasingly popping up with new innovation ideas that make competition in the agribusiness world stronger. Increasing the number of businesses that sell processed gourami fish issued in Jember District has made gouramy processed one of the most preferred products by people in Indonesia, especially in Jember Regency. Azkiya Resto Umbulsari Subdistrict, Jember Regency is expected to be more active in competing with competitors of similar businesses, with the hope of increasing consumer purchasing outcomes. The purpose of this study are (1) To study and analyze the marketing mix based on simultaneously on the purchase of gouramy in Azkiya Resto Jember (2) To find out and analyze and develop a partial marketing mix on purchasing gouramy fish in Azkiya Resto Jember. (3) To find out and analyze the factors that influence dominantly on the purchase of gouramy in Azkiya Resto Jember. From the test results it can be obtained that: (1) Based on simultaneous regression testing or F test, the independent variables are (X1) products, (X2) prices, (X3) Location, (X4) Promotions, (X5) Promotions, (X5) People , (X6) Process, (X7) Physical evidence simultaneously or jointly influences significantly on the dependent variable, namely (Y) purchasing decision (2) the results of partial test or t test on variable (X1) product and (X5) Partial people are used significantly by purchasing decisions, (3) partial test results or variable t test, (X2) price, (X3) Location, (X4) Promotion, (X6) process, (X7) gourami in Azkiya Resto, Umbulsari District Jember

Keywords: Products, Prices, Locations, Promotions, People, Processes, Physical Evidence and Purchasing Decisions.