

## ABSTRAK

Kharis Ainul Zaqqo, 2014, Thesis, Title: "Marketing Mix Factors that influence consumer buying decision Against Rawon stall Yah Pandaan"

Preceptor : Fani Firmansyah, SE., MM.

Keywords : Marketing Mix, Purchase Decision,

---

The development of trade in this era of globalization can not be denied no escape from the increasingly fierce competition in the product market, especially in the culinary field. So that each diner required to always strive to innovate on the product or service to be able to survive the competition and be able to attract the attention of potential customers for the products he offers.

This research is quantitative research, research data is divided into two kinds: primary data and secondary data. Data collection techniques in this research is by distributing a questionnaire (Questionnaire) and interviews. Data analysis techniques in this study are: assumptions test regression, regression and correlation analysis, data presentation and conclusion.

From the results of multiple linear regression analysis was obtained value of F at 38 804, while the F table at significant level of 0.05 indicates a value of 2,046. This means greater Fhitung Ftable so that Ho is rejected and Ha accepted, which means that the independent variable has a significant influence on purchase decisions simultaneously. So it can be concluded that the testing of the hypothesis that the influence together (simultaneously) the independent variable on the variable purchase decision can be accepted. the influence of the individual (partial) independent variables (Products (X1), price (X2), place (X3), Promotion (X4), People (X5), Physical Evidence (X6), and Process (X7)) on purchase decisions made by testing t-test. It is bararti that there is one variable that does not have an influence on purchasing decisions that process while the remaining significant. Based on the results of the t test showed that the physical form of the variable has a value of t count the most. So that the physical form of the variable has the strongest influence compared to other variables, the variable physical form has a dominant influence on purchasing decisions.