ABSTRACT

Salim Emiyra Ogara, 2012. thesis Title: " The Effect of Marketing Mix Towards Consuming Shopping Decisions in Supermarket of Agro Niaga Cooperative Jabung Malang".
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Keywords: Marketing Mix, Supermarkets, Consumers shoping decision.

One object of the retail business which is currently experiencing a significant increase is the field of self-service supermarket. In order to exist in a fierce competition, a self-service business requires a marketing concept that can support an increase in sales turnover. The intended concept is the concept of marketing mix. Marketing mix is a set of marketing tools that companies use to achieve continuous their marketing goal.

The research site is in the Supermarket of Agro Niaga Cooperative (KAN) Jabung which yhe address Suropati street No. 4-6 Jabung village of Malang Regency. The type of research conducted by researcher is explanatory research. This study uses quantitative method. There are 100 respondents which are by using accidental sampling technique to be the subject of this study. In data collection, the researcher use inquiry method in the format questionnaires. Data analysis of this study uses multiple linear regression techniques, with the help of SPSS version 16.0 for windows

Based on the results of the F test it is obtained F distribution table for 9176. It proves that F count (99 207) is $\geq$ F table (2.60), while the significance is 0000 $\leq$ 0.05 (alpha at 95% of confidence level). Partialy There was no effect of product variable X1 with t count value X3 1357 $\leq$ t table 1960 and the value of the significance is 0.178 $\geq$ 0.05, the variable of promotion X3 with t count value table 0071 t $\leq$ 1960 t table and the significance value 0.003 $\leq$ 0.05, the variable distribution of X4 with t count value 0822 $\leq$ t table 1960 and the significance values 0413 $\leq$ 0.05 but there is and influence of prices X2 to the value of t count 15 252 $\geq$ t tables 1960 and the significance value is 0.000 $\leq$ 0.05.