

ABSTRACT

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The background of this study aims to determine to determine the effect of the marketing mix on consumer purchasing decisions in buying fruit beverage products in Laboratory Model Home Agroindustri Malang. Because, basically, firms are not able to serve operational industry without a specific strategy, The marketing mix needed in order to increase consumer purchasing decisions.

Independent variables studied are: the marketing mix (X) consisting of the product (X1), price (X2), promotion (X3), and distribution (X4), the dependent variable is the consumer purchase decision fruit drinks in Laboratory Model Home Agro Malang. This study use sample of 80 respondents in the area of consumer Laboratory Model Home Agro Malang. The test is used to test the research instrument in the form of test validity and reliability test. Hypothesis testing using the F test and T test, and for analyzing the data, which is used is multiple regression analysis.

The results showed that based on the results of multiple regression analysis Equation:

$$Y = 0,277 + 0,574X_{1,1} + 0,327X_{1,2} + 0,591X_{1,3} + 0,462X_{1,4} + 0,05$$

From the results of multiple linear regression analysis result that product variable (X1), price (X2), promotion (X3), and distribution (X4) influence on purchase decisions fruit juice (Y) on the Laboratory Model Home Agro is linear. And the most influential variable is the product (X1) with a coefficient of 51.7%. The coefficient of determination (R²) of 0.620, meaning that 62% fruit juice beverage purchase decisions are influenced by marketing mix variables, while the remaining 38% is influenced by other variables. Through the F test can be seen that all the independent variables are simultan eously influence the dependent variable. Hypothesis testing using T test showed that of the four independent variables found to significantly affect the dependent variable