ABSTRACT

This study aims to develop improvements of the marketing mix whose order is obtained from the effect of the marketing mix based on Roti John Koboy's purchase decision using multiple linier regression analysis with marketing mix as X variable and purchase decision as Y variable. The sample in this study is taken by nonprobability sampling, specifically convenience sampling, with 100 respondents who are answered the questionnaire of this study.

Based on partial hypothesis examination, product (X1), price (X2) and promotion (X3) have the significant influence towards purchase decision (Y) in Roti John Koboy. It is because the significance value from those three variables (sig X1=0,012, sig X2=0,008, sig X3=0,026) are smaller than 0,05 and t count value from those variables (t count X1=2,566, t count X2=2,704, t count X3=2,266) are bigger than t table (1,98609), while place (X4), people (X5), physical environment (X6) and process (X7) is stated have no influence on purchase decision (Y) of Roti John Koboy

Based on simultaneous hypothesis examination, marketing mix significantly influence the process of purchase Roti John Koboy with F count result (7,663) > F table (2,10) and the level of significance 0,000 < 0,005. Based on co-efficiency determination, it is mentioned that marketing mix is 32% and the rest 68% are influenced by factors which are not examined in this study.

Based on priority value of improvement arrangement, advertisement is the indicator which has to be revised first, then, product quality, affordability, price compatibility with product quality, product variation, price compatibility with benefits, product design, discounting, and price competitiveness.

Keywords: Marketing Mix, Purchase Decision, Multiple linier regression, nonprobability sampling, convenience sampling.