

Indirwan.2023 *Analysis of the Marketing Mix (4P) on the Purchase Decision of ERBE Steamed Bread. Surviced of Budiarto and Siti Hamidah*

ABSTRACT

This study aims to (1) describe the product, price, promotion, place and purchasing decisions of erbe steamed buns. (2) Analyzing the effect of product, price, promotion and place on purchasing decisions of erbe steamed buns. This study uses a descriptive research approach and type. The method of conducting this research uses a survey method with a questionnaire tool. The method of determining the location using a purposive method. The method of determining the respondents was carried out by non-probability sampling with an incidental sampling approach and the respondents were determined as many as 50 people. The data used are primary data and secondary data. Methods of data collection through documentation, interviews, and observation. The data analysis technique used the SPSS multiple linear regression application. The results of the study show that consumer responses to place and price are very good, products and promotions are good. Product, price, promotion and place variables influence the purchasing decision of erbe steamed buns.

Keywords: Product, price, promotion, place, steamed buns, purchase decision.