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***THE INFLUENCE OF THE MARKETING MIX ON THE PURCHASE DECISION OF JANJI JIWA COFFEE IN THE PALEM SEMI KARAWACI BRANCH: EMPIRICAL STUDY OF CONSUMERS AT PERUMNAS KARAWACI TANGERANG***

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**ABSTRACT**

*This study aimed to identify and analyze the Marketing Mix on Purchasing Decisions and to find out which variable is most dominant in purchasing decisions for Janji Jiwa coffee at the Palem Semi Karawaci branch.*

*The analytical method in this study used quantitative primary data, the test stages carried out were: validity, reliability, normality, heteroscedasticity, multicollinearity, multiple linear regression, coefficient of determination, F test, and t-test. The data used in this study used a questionnaire instrument, and valid data were collected from 100 respondents. The sampling method in this study was non-probability sampling using the Lemeshow formula. The testing tool used is SPSS.*

*The results showed that partially the product, price, place, and promotion variables had a direct effect on purchasing decisions. Simultaneously the product, price, place, and promotion variables have a direct effect on the purchase decision and the most dominant variable on the purchase decision is the product variable.*

*Keywords: Product, Price, Place, Promotion, Buying decision*

*(xiv + 58 + Attachments)*

*Bibliography (2012 – 2023)*