ABSTRACT

In this study using primary data, where the results of the data obtained are used to determine the effect of marketing mix variables (marketing mix) 8p on consumer purchasing decisions Kopi Kenangan at Paris Van Java mall outlets.

In this study, researchers used marketing mix. This research is a research using simple descriptive quantitative theory. Sample collection was carried out by distributing questionnaires to 400 consumers of Kopi Kenangan. And the analysis technique uses the SPSS application

The results of this study indicate that the marketing mix variable 8p (X) based on the image of a contour line on Kopi Kenangan is generally considered to be in the category of quite good with a percentage value of 64.8%. This shows that the Kopi Kenangan has well run the 8p marketing mix factors. The purchase decision variable (Y) based on the image of a contour line on Kopi Kenangan is considered to be generally good in the good category with a percentage of 74.2%. This shows that Kopi Kenangan has a good response from its customers. To see how much the 8P marketing mix influences buying decisions can be seen in the R^2 value of 0.241, then 0.241 x 100% = 24.1%. This means that the 8P marketing mix affects the buying decision by 50.2%, and the rest is influenced by other variables not examined.

The conclusion that can be drawn from this research is the Marketing Mix is able to influence Consumer Purchasing Decisions.

Keywords: Marketing mix, Purchase Decision, Coffee Memories, 8p marketing mix