

ABSTRACT

Melan Dila Aulia / 1900861201183 / 2025 / Faculty of Economics / Marketing Mix Strategy for Purchasing Hba Crushed Chicken in Jambi City / Supervisor I Ahmad Tarmizi, SE, MM / SUPERVISOR II H. Denny Asmas, SE, M.Si.

This thesis examines the influence of Marketing Mix strategy on purchasing decisions for Ayam Geprek HBA in Jambi City. This study uses a quantitative method with a survey approach and involves 82 respondents who have purchased Ayam Geprek HBA. Data were collected through questionnaires and analyzed using descriptive analysis and multiple linear regression analysis.

The results of the descriptive analysis show that overall respondents rated the Product, Price, Place, and Promotion of Ayam Geprek HBA with a high average score, with the category "strongly agree" on the Likert scale.

Multiple linear regression analysis reveals that the Marketing Mix strategy (Product, Price, Place, and Promotion) simultaneously and partially has a significant effect on purchasing decisions for Ayam Geprek HBA.

More specifically, the Product variable has a significant influence with a t-value of 5.467 (p-value <0.05), Price has a significant influence with a t-value of 5.627 (p-value <0.05), Place has a significant influence with a t-value of 2.985 (p-value <0.05), and Promotion has a significant influence with a t-value of 5.340 (p-value <0.05).

The coefficient of determination (R^2) of 0.550 indicates that 55% of the variance in purchasing decisions is explained by the Marketing Mix strategy implemented by Ayam Geprek HBA.

Based on the results of the study, it is recommended that Ayam Geprek HBA continue to improve the quality of taste and innovate with new menus, maintain competitive prices and consider customer loyalty programs, open branches in other strategic locations, and improve digital promotion strategies.

This research is expected to be a consideration for Ayam Geprek HBA in improving its marketing strategy, as well as a reference for further research on Marketing Mix strategies in the culinary business.

Keywords: Product, Price, Place, Promotion, Purchasing Decision