MARKETING MIX ANALYSIS IN THE PURCHASE OF SAUSAGE PRODUCTS AT RUMAH SOSIS BATU - MALANG

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ABSTRACT

Research was conducted at Rumah Sosis Batu Malang. This study was aimed to examine consumer purchasing decision and investigate marketing mix factors that influence on the buying decision toward sausage products in Rumah Sosis. 100 consumers were collected by accidental sampling technique. Data collection was carried out from 18th June – 29th August 2015. Primary data were gathered by survey method use structured questionnaire with interview technique. Data were analyzed by descriptive, factors, and multiple regression. Purchasing decisions sausage products in Rumah Sosis indicated by the intensity of the purchase amount of sausage that is one product in the frequency of purchase is not necessarily that is 1-2 times each month with the most saleble types of sausages that dragon of Rumah Sosis. Factor analysis of the data obtained using the extraction factor produces three new factors that can represent the 11 initial variables of (F1) "Internet media, media suitability personal selling price, location, and the parking lots, (F2) "size, diversity, color, and affordability”, and (F3) "quality and cleanliness / comfort". factors that respondents are decisions affected index 1 consists of variable " electronic media, personal selling, suitability of price, location and parking lots " and the second index consists of variable " size, diversity, color, and affordability "

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Keyword: purchasing decisions, dragon of Rumah Sosis