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The impact of the marketing mix on the purchase decision of bread CV khasanah Sari in Subang

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ABSTRACT

The advancement in administration and goods makes every company develop its marketing system to follow the development of the organization. A showcase that deserves to be used as an attraction for advertisers is the Advertising Blend system, namely products, prices, areas, and promotions. Blend promotion is the core of an organization's marketing framework that must be able to influence interest in the products it produces. The motivation behind this study was to determine the Impact of Ad Mixes on Bread Buying Options in CV Khasanah Sari's bread in Subang. This study uses quantitative methodology by utilizing important information obtained from the results of a poll circulated to 60 respondents of buyers CV Khasanah Sari's in Subang. The information examination procedures used to answer exploratory speculation are legitimacy tests, dependency tests, old-style suspicion tests, and different straight relapse investigations. The results showed that value, area, and progress fundamentally influenced purchasing choices, whereas items did not at all influence purchasing choices for CVs. The fate of Sari Subang. Square's R value is 0.722 or 72.2%, and that implies that the Promotion Mix influences purchase choice, while the remaining 27.8% is influenced by other variables not in this review. As in this study that all independent variables simultaneously influence the decision to purchase CV bread. Khasanah Sari in Subang, therefore producers are expected to continuously increase their sales by paying attention to all variables.

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INTRODUCTION

The era of globalization has accelerated industrial competition, and companies compete not only with domestic companies, but also with foreign companies (Shareen & Andayani, 2018). Currently, many industries are growing and developing in Indonesia. The growth and development of the food sector has made many people take advantage of this opportunity to play in this sector , which has led to an increase in the level of competition as they strive to be the best in their sector and win the hearts of consumers (Sukma, 2015).

CV Khasanah Sari Subang branch with full address at Jl. Raya Purwadadi Barat, Purwadadi Barat, Kec. Purwadadi, Subang Regency, West Java 41261. Located at Purwadadi Market, open daily from 07.00-22.00. Khasanah Sari's products are very focused on quality that depends on taste with various sweet and salty flavors, product packaging with its own characteristics, product durability, and product availability (stock) to convince consumers to buy products (Soewanto, 2019).

Price plays a very important role in influencing consumer decisions when buying Hasana Saree products and thus determines the success of marketing Hasana Saree products (Evan & Christian, 2021). Of course, the price must be in accordance with the existing quality so that consumers do not feel at a loss after buying a product or consuming it (Manajemen et al., 2022). CV Hassanah Sari Subang sells bread starting from Rp. 5,000 to Rp. 15,000, Brownies start from Rp. 29,000 to Rp. 41,000, Birthday cakes start from Rp. 65,000 - prices vary depending on demand and size, crocodile bread depending on Rp. 00 - 7, the price depends on Rp. the size you want and they also offer holiday packages for Rp. 7000.99,000 with a unit price (glass) IDR 27,000 (Meissy, 2019).

Then, companies must use effective and appropriate advertising tools so that consumers know the availability of products and understand the content of product advertisements (Chotimah et al., 2021). Targeted advertising campaigns should have a positive effect on increasing CV bakery sales. Hassan Sari. At the opening, they offered discounts of up to 50% for more than a month, distributed flyers/catalogs with photos and prices for each product, and carried out promotions through social media (Budiarto Gunawan et al., 2021).

It can be concluded that the marketing mix describes the management tools that can affect sales, including product, price, place and promotion, which must be implemented and well understood by companies to advance in a competitive environment (Annisaa et al., 2022). Very stressful. The reason for this study is to decide the promoting blend of Hasanah Sari items to direct buying choices of CV. Hassanah Sari, and decide the impact of the promoting blend on customer buying choices (Permana & Adji, 2021).

RESEARCH METHOD

The technique utilized in this study is a quantitative strategy that produces information as numbers and is handled by a PC utilizing SPSS 23 programming. The kind of exploration utilized in this research is causal research. According to (Prof. Dr. Sugiyono, 2022), causal research is about causal relationships. So here there are factors, specifically the free factor (impact) and the reliant variable (impact). The type of research used in this study is causal or causal (Permana & Adji, 2021). Information were gotten from overview results by conveying polls to respondents who were research subjects (Buchari Alma, 2016). The causal relationship of this research is to show the influence of the marketing mix on the purchasing decision of CV Hasanah Sari's bread in Subang. Data is the most important part in research because by using data researchers can find out the results of their research. The information utilized in this study are essential and auxiliary information (Sukma, Kusumah, et al., 2020).

Population, Sample and Sampling Techniques

Populace is an item/subject that has a specific number and qualities that a researcher decides to study and from which the researcher draws conclusions. According to (Kelvinia et al., 2021) there are two types of residents, namely limited residents and unlimited residents. The population of this study only consisted of CV users. Hassanah Sari Purwadadi Subang, only 60 people. According to (Malhotra, 2020b) the example is important for the populace utilized for research and the consequences of the examination are utilized as a portrayal of the populace overall. In this study, researchers distributed online questionnaires which were distributed via Google Forms to all resume consumers (Philip Kotler, 2016). Subang Head Gems. The purpose of using this online questionnaire is to collect the necessary information more effectively and efficiently. In this study, non-probability sampling was used to determine sample size.

Research Instruments

According to (Malhotra, 2020a) compiling instruments is an important step in the pattern of research procedures. The instrument serves as a tool in collecting the necessary data (Hardiansyah et al., 2019). Compiling an instrument is basically compiling an evaluation tool, because evaluating is obtaining data about something being studied, and the results obtained can be measured using standards predetermined by the researcher. Every survey question that anticipates a response as ostensible, ordinal, span, and proportion information is a shut inquiry structure (Philip Kotler, 2016). The survey or poll utilized in this study is a shut survey or poll, in light of the fact that the respondent just has to check one response is thought of as right. In data collection, researchers take data or information related to research material by distributing questionnaires online or electronically (Agatha, 2018).

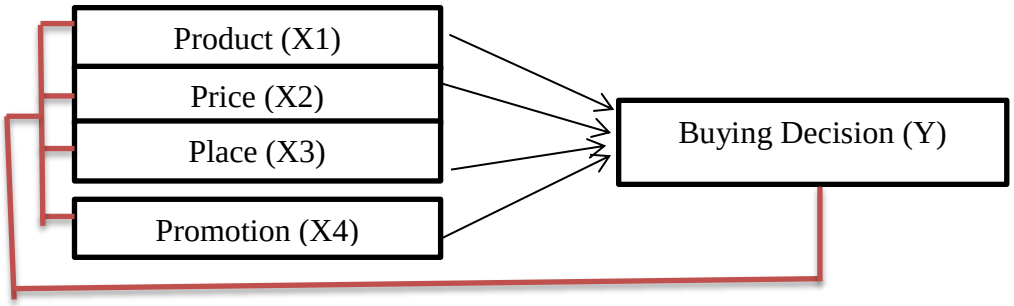

Figure 1. Research framework

RESULTS AND DISCUSSIONS

Results

Product Variable Validity Test Results (X1)

(Sukma, Hermina, et al., 2020) Indicates that all product variable statement items (X1) are declared valid with a significance value < 0,05. This is proven by the acquired worth of the connection coefficient r count > r table, that is r count > 0,254 N = 60 : df = (N-2) = 60-2 = 58 r table = 0,254.

Table 1. Validity test results (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	Total.X1
X1.1	Pearson Correlation	1	,444**	,572**	,540**	,837**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	60	60	60	60	60
X1.2	Pearson Correlation	,444**	1	,474**	,360**	,738**
	Sig. (2-tailed)	,000		,000	,005	,000
	N	60	60	60	60	60
X1.3	Pearson Correlation	,572**	,474**	1	,265*	,756**
	Sig. (2-tailed)	,000	,000		,041	,000
	N	60	60	60	60	60
X1.4	Pearson Correlation	,540**	,360**	,265*	1	,721**
	Sig. (2-tailed)	,000	,005	,041		,000
	N	60	60	60	60	60
Total.X1	Pearson Correlation	,837**	,738**	,756**	,721**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Price Variable Validity Test Results (X2)

Indicates that all items of the Price variable statement (X2) are declared valid with a significance value < 0,05. This is confirmed by the acquired worth of the connection coefficient r count > r table, that is r count > 0,254 N = 60 : df = (N-2) = 60-2 = 58 r tabel = 0,254

Table 2. Validity test results (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	Total.X2
X2.1	Pearson Correlation	1	,531**	,551**	,323*	,765**
	Sig. (2-tailed)		,000	,000	,012	,000
	N	60	60	60	60	60
X2.2	Pearson Correlation	,531**	1	,499**	,357**	,740**
	Sig. (2-tailed)	,000		,000	,005	,000
	N	60	60	60	60	60
X2.3	Pearson Correlation	,551**	,499**	1	,593**	,857**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	60	60	60	60	60
X2.4	Pearson Correlation	,323*	,357**	,593**	1	,752**
	Sig. (2-tailed)	,012	,005	,000		,000
	N	60	60	60	60	60
Total.X2	Pearson Correlation	,765**	,740**	,857**	,752**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

**. Correlation is significant at the 0.01 level (2-tailed).

Location Variable Validity Test Results (X3)

Indicates that all of the Location variable statement items (X3) are valid with a significance value < 0,05. This is proven by the acquired worth of the connection coefficient r count > r table, that is r count > 0,254 N = 60 : df = (N-2) = 60-2 = 58 r tabel = 0,254.

Table 3. Validity test results (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	Total.X3
X3.1	Pearson Correlation	1	,755**	,557**	,719**	,902**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	60	60	60	60	60
X3.2	Pearson Correlation	,755**	1	,476**	,615**	,837**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	60	60	60	60	60
X3.3	Pearson Correlation	,557**	,476**	1	,598**	,768**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	60	60	60	60	60
X3.4	Pearson Correlation	,719**	,615**	,598**	1	,874**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	60	60	60	60	60
Total.X3	Pearson Correlation	,902**	,837**	,768**	,874**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

**. Correlation is significant at the 0.01 level (2-tailed).

Promotion Variable Validity Test Results (X4)

Shows that all items in the Promotion variable statement (X4) are declared Valid with a significance value < 0,05. This is confirmed by the got worth of the connection coefficient r count > r table, that is r count > 0,254 N = 60 : df = (N-2) = 60-2 = 58 r tabel = 0,254.

Table 4. Validity test results (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	Total.X4
X4.1	Pearson Correlation	1	,655**	,528**	,593**	,826**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	60	60	60	60	60
X4.2	Pearson Correlation	,655**	1	,641**	,534**	,857**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	60	60	60	60	60
X4.3	Pearson Correlation	,528**	,641**	1	,684**	,853**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	60	60	60	60	60
X4.4	Pearson Correlation	,593**	,534**	,684**	1	,819**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	60	60	60	60	60
Total.X4	Pearson Correlation	,826**	,857**	,853**	,819**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

**. Correlation is significant at the 0.01 level (2-tailed).

Validity Test Results of Purchasing Decision Variables (Y)

Indicates that all items of the Purchasing Decision variable statement (Y) are declared Valid with a significance value < 0,05. This is proven by the acquired worth of the connection coefficient r count > r table, that is r coun > 0,254 N = 60 : df = (N-2) = 60-2 = 58 r tabel = 0,254.

Table 5. Validity test results of purchasing decision variables (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Total.Y
Y.1	Pearson Correlation	1	,330**	,291*	,424**	,644**
	Sig. (2-tailed)		,010	,024	,001	,000
	N	60	60	60	60	60
Y.2	Pearson Correlation	,330**	1	,581**	,654**	,835**
	Sig. (2-tailed)	,010		,000	,000	,000
	N	60	60	60	60	60
Y.3	Pearson Correlation	,291*	,581**	1	,552**	,792**
	Sig. (2-tailed)	,024	,000		,000	,000
	N	60	60	60	60	60
Y.4	Pearson Correlation	,424**	,654**	,552**	1	,837**
	Sig. (2-tailed)	,001	,000	,000		,000
	N	60	60	60	60	60
Total.Y	Pearson Correlation	,644**	,835**	,792**	,837**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Test

Product Variable Reliability Test Results (X1)

(Fitriadewi, 2022) Shows that the Item factor (X1) has Cronbach's α which is greater than 0,60 (0, 758 > 0,60), therefore the instrument is said to be Reliable.

Table 6. Reliability test results (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,758	4

Price Variable Reliability Test Results (X2)

Shows that the cost variable (X2) has Cronbach's α which is greater than 0,60 (0, 781 > 0,60), therefore the instrument is said to be Reliable.

Table 7. Reliability Test Results (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,781	4

Location Variable Reliability Test Results (X3)

Shows that the area variable (X3) has Cronbach's α which is greater than 0,60 (0, 868 > 0,60), therefore the instrument is said to be Reliable.

Table 8. Reliability Test Results (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
,868	4

Promotion Variable Reliability Test Results (X4)

Shows that the Advancement variable (X4) has Cronbach's α which is greater than 0,60 (0, 857 > 0,60), therefore the instrument is said to be Reliable.

Table 9. Reliability Test Results (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
,857	4

Purchase Decision Variable Reliability Test Results (Y)

Shows that the Purchase Decision variable (Y) has Cronbach's α which is greater than 0,60 (0, 781 > 0,60), therefore the instrument is said to be Reliable.

Table 10. Purchase Decision Variable Reliability Test Results (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,781	4

Classic Assumption Test

Normality test

Table 11. Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,00162634
Most Extreme Differences	Absolute	,113
	Positive	,113
	Negative	-,041
Test Statistic		,113
Asymp. Sig. (2-tailed)		,054[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

This outcome acquired esteem Asymp. Sig. (2-followed) that is 0,054 > 0,05. In this way, it very well may be reasoned that the typical circulation of residuals.

Table 12. Heteroscedasticity Test

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.

1	(Constant)	3,097	,739		4,190	,000
	X1	-,125	,057	-,379	-2,188	,033
	X2	-,006	,057	-,020	-,103	,918
	X3	,020	,057	,080	,351	,727
	X4	-,029	,076	-,101	-,379	,706

a. Dependent Variable: Abs_RES

Heteroscedasticity Test

1. Esteem of Sig. on the variable X1 (Product) is 0.033 <0.05. This intends that there is heteroscedasticity in the item factor.
2. Esteem of Sig. on the variable X2 (Price) is 0.918 > 0.05. This intends that there is no heteroscedasticity in the cost variable.
3. Esteem of Sig. on the variable X3 (Location) is 0.727 <0.05. This actually intends that there is no heteroscedasticity in the cost variable.
4. Esteem Sig. on the variable X4 (Promotion) is 0.706 <0.05. This really intends that there is no heteroscedasticity in the advancement variable.

(Gunarsih et al., 2021) Healing can be done so that there is no heteroscedasticity by transforming Natural Logarithm (LN) data in SPSS. After healing, the value of Sig. in the variables X1 (Product), X2 (Price), X3 (Location), and X4 (Promotion) > 0.05 so it very well may be presumed that there is no heteroscedasticity in the four factors.

Table 14. Natural Logarithmic Data (LN) in SPSS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,237	,046		5,100	,000
	X1	-,007	,004	-,329	-1,989	,052
	X2	-,002	,004	-,122	-,669	,506
	X3	1,697E-5	,004	,001	,005	,996
	X4	-,002	,005	-,106	-,416	,679

a. Dependent Variable: Abs_RES

Multicollinearity Test

Shows that the VIF value of each variable < 10.

1. Product Variable (X1) = 1,992 < 10
2. Price Variable (X2) = 2,404 < 10
3. Location Variable (X3) = 3,421 < 10
4. Promotion Variable (Y) = 4,684 < 10

Table 15. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5,044	1,247		4,045	,000		
	Produk	-,053	,097	-,056	-,554	,582	,502	1,992
	Harga	,241	,096	,277	2,512	,015	,416	2,404

Lokasi	,191	,096	,263	2,000	,050	,292	3,421
Promosi	,353	,128	,423	2,752	,008	,213	4,684

a. Dependent Variable: Keputusan Pembelian

Autocorrelation Test

(Kambali & Syarifah, 2020) Shows that the Durbin Watson esteem = 1.715 (5% significance level) with n = 60 and the number of independent variables (k) = 4, dL = 1.4443 and dU = 1.7274 are obtained. There is no autocorrelation when dL < DW and dL < (4-DW) > dU.

✓ 1,4443 < 1,715

✓ 1,4443 < 4 – 1,715 > 1,7274

1,4443 < 2,285 > 1,7274

It very well may be presumed that there is no autocorrelation.

Table 16. Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,850[a]	,722	,702	1,037	1,715

a. Predictors: (Constant), X4, X1, X2, X3

b. Dependent Variable: Y

Multiple Linear Regression Test

Descriptive Statistics

Can be concluded that:

a. The typical buy choice is 16.87 with a standard deviation of 1.900.
b. The typical item is 16.97 with a standard deviation of 1.974.
c. The typical cost is 15.95 with a standard deviation of 2.182.
d. The typical area is 16.90 with a standard deviation of 2.608.
e. The advancement mean is 16.02 with a standard deviation of 2.281.

Table 17. Multiple Linear Regression Test

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	16,87	1,900	60
Produk	16,97	1,974	60
Harga	15,95	2,182	60
Lokasi	16,90	2,608	60
Promosi	16,02	2,281	60

Correlation

(Erciş & Cat, 2016) Shows that the importance esteem or Sig. (1-followed) on the Item (X1), Value (X2), Area (X3), Advancement (X4) factors all of 0.000 <0.05. This implies that the connection between Buy Choice (Y) and Item (X1), Value (X2), Area (X3), Advancement (X4).

Table 18. Correlation

Correlations

	Keputusan Pembelian	Produk	Harga	Lokasi	Promosi

Pearson Correlation	Keputusan Pembelian	1,000	,559	,747	,767	,814
	Produk	,559	1,000	,543	,651	,693
	Harga	,747	,543	1,000	,678	,760
	Lokasi	,767	,651	,678	1,000	,832
	Promosi	,814	,693	,760	,832	1,000
Sig. (1-tailed)	Keputusan Pembelian	.	,000	,000	,000	,000
	Produk	,000	.	,000	,000	,000
	Harga	,000	,000	.	,000	,000
	Lokasi	,000	,000	,000	.	,000
	Promosi	,000	,000	,000	,000	.
N	Keputusan Pembelian	60	60	60	60	60
	Produk	60	60	60	60	60
	Harga	60	60	60	60	60
	Lokasi	60	60	60	60	60
	Promosi	60	60	60	60	60

Regression Model Fit Test (Test F)

(Lubis & Hamdan, 2020) Shows At the same time that the Sig. in the table above of 0.000 <0.05. It very well may be presumed that the numerous straight relapse model is doable to use to make sense of the impact of Advertising Blend (Item, Value, Area, and Advancement).

Table 19. **Regression Model Fit Test (Test F)**

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	153,741	4	38,435	35,713	,000[b]
	Residual	59,192	55	1,076		
	Total	212,933	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi, Produk, Harga, Lokasi

Regression Coefficient Test (T Test)

To some degree Shows that:

1. In the Product variable, the Sig value is obtained. of 0.582 > 0.05 so it tends to be inferred that the item factor (X1) affects the Buy Choice variable (Y).
2. In the price variable, the Sig value is obtained. of 0.015 <0.05 so it very well may be reasoned that the cost variable (X2) fundamentally affects the buying choice variable (Y).
3. In the location variable, the Sig value is obtained. of 0.050 = 0.05 so it very well may be reasoned that the area variable (X3) fundamentally affects the buying choice variable (Y).
4. In the promotion variable, the Sig value is obtained. of 0.008 <0.05 so it very well may be reasoned that the area variable (X3) fundamentally affects the buying choice variable (Y).

Table 20. Regression coefficient test (T Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	5,044	1,247		4,045	,000		
	Produk	-,053	,097	-,056	-,554	,582	,502	1,992
	Harga	,241	,096	,277	2,512	,015	,416	2,404
	Lokasi	,191	,096	,263	2,000	,050	,292	3,421
	Promosi	,353	,128	,423	2,752	,008	,213	4,684

a. Dependent Variable: Keputusan Pembelian

Coefficient of Determination (R Square)

(Hidayat & Rayuwanto, 2022) It is realized that the coefficient of assurance or R Square is 0.722. The R Square worth comes from the squaring of the connection coefficient (R), which is 0.850 x 0.850 = 0.722 or equivalent to 72.2%. This figure implies that the variable Item (X1), Value (X2), Area (X3), and Advancement (X4) affect Buy Choice (Y) of 72.2%. While the excess 27.8%.

Table 21. Coefficient of determination (R Square)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,850[a]	,722	,702	1,037	1,715

a. Predictors: (Constant), Promosi, Produk, Harga, Lokasi

b. Dependent Variable: Keputusan Pembelian

Discussions

From these findings, it is known that price, location and promotion all have a positive influence on the purchase decision of CV Khasanah Sari Bread in Subang. That is, the better the management of prices, locations, and promotions, the more sales will increase and allow consumers to make decisions quickly. CV Hassanah Sari Bakery in Subang is one of the most popular brands by customers. This makes the company proud because it can enter the mainstream market and survive until now. All work activities are processes. Processes include procedures, tasks, mechanisms, activities, and routines by which products (goods or services) are distributed to customers. The identity of process management as a separate activity is a prerequisite for service improvement. The importance of this process element, especially in the service business, relies on the supply of intangible services (Shareen & Andayani, 2018). Price influences the decision to buy a product. When setting prices, product prices must be taken into account because cheap products are more in demand than expensive products (Permana & Adji, 2021) which is the same conclusion and supports the findings. from this study. They found that price, location, and promotions influence purchasing decisions. Researchers from (Sukma, 2015) said that a strategic location or location will be one of the advantages of the company because it is easily accessible to consumers, but at the same time reduces one's rental or investment costs. which is more expensive. There is evidence that location can have a positive impact on small and medium enterprises (SMEs). Although price, location, and general promotions positively influence the growth of Roti CV Khasanan in Subang, the potential benefits

of sustainability make it a worthwhile investment. By considering pricing, positioning and advertising, CV Khasanah can make an informed decision that will support long-term success.

CONCLUSION

From the results of the T test, only the Product variable has a significant value of 0.582 which is greater than 0.05. That is, partially the product variable has no significant effect on the purchasing decision of CV Khasanah Sari's bread. Meanwhile, the Price variable has a significant value of 0.050, the Location variable has a significant value of 0.008, and the Promotion variable has a significant value of 0.000 which is smaller than 0.05 which means that the Price, Place and Promotion variables have a significant effect on the Purchase Decision of CV Khasanah Sari's bread in Subang. Then, the results of the F test showed a significant value of 0.000 less than 0.05, which means that simultaneously the independent variables Product, Price, Place, and Promotion have a significant effect on the dependent variable Bread Purchasing Decision of CV Khasanah Sari in Subang. Suggestions for CV. Khasanah Sari, Subang branch, to better understand the overall indicators of the Marketing Mix variables because they are proven to influence purchasing decisions. As in this study, all independent variables simultaneously influence the purchasing decision of CV Khasanah Sari's bread in Subang, therefore producers are expected to continuously increase their sales by taking into account all the variables. Then for further research, the authors provide suggestions that it is necessary to conduct more in-depth research on marketing mix factors or even conduct further research on factors other than the marketing mix that influence the purchasing decision of CV Khasanah Sari's bread in Subang.

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