

ABSTRACT

Background : The Aflah bakery is one of the company's bread producers in Yogyakarta that provides a wide range of bakery products and pastries. A large number of manufacturers of bread that is making this happen is happening increasingly fierce competition. Each bread company vying to set the right marketing strategy to attract consumers' attention and get as many customers as possible. The aims of this research was to determine consumer perceptions of the marketing mix the Aflah Bakery.

Method: Using observational research with survey that both descriptive and analytic research design. The populations in the Aflah buyer. Data were collected by questionnaire using convenience sampling techniques. The sample in this research used 135 respondents. Buying decisions of bread on The Aflah Bakery as the dependent variable (Y). As independent variables in this study is the perception of the product policy (X_1), consumer perception on the pricing policy (X_2), consumer perception on the distribution policy (X_3), consumer perception on the policy promotion (X_4). Test analysis used method Multiple regression analysis, The f test, The t test Statistic and Coefficient of Determination ($Adj. R^2$).

Result and Discussion: The results of multiple regression analysis can be found in the perception of the policy in marketing mix showing significant results. With the f test significant influence variables simultaneously consumer perceptions on product policies, pricing, distribution and promotion of the Buying decision. With t test independent variables were also significantly affect the dependent factor. Level determination independent to dependent variable factor of 0,540 or 54%

Conclusions: There was a significant influence between the costumer perception of the marketing mix policy variables on purchase decisions The Aflah bakery either partially or simultan

Keywords: Consumer perceptions, Marketing mix, Product, Promotion, Price, Distribution