

**ANALYZING THE IMPACT OF MARKETING MIX TOWARDS  
CUSTOMER'S PURCHASE INTENTION OF JAM PRODUCT  
( CASE STUDY : NEW 14GRAM PORTION PACK OF MORIN  
JAM&SPREAD )**

By

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A thesis submitted to the Faculty of  
BUSINESS ADMINISTRATION AND HUMANITIES

in partial fulfillment of the requirements  
for the  
BACHELOR'S DEGREE  
in

INTERNATIONAL BUSINESS ADMINISTRATION



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Revision after Thesis Defense on July 18<sup>th</sup>, 2013

July 2013

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### ANALYZING THE IMPACT OF MARKETING MIX TOWARDS CUSTOMER'S PURCHASE INTENTION OF JAM PRODUCT ( CASE STUDY : NEW 14GRAM MINI PORTION PACK OF MORIN JAM & SPREAD )

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Food and Beverage industry in Indonesia is experiencing the fastest growth among any other Southeast Asian countries. Jam industry is one sector within Food and Beverage industry that also experiencing growth, as the demand from individual consumer and business customer keeps increasing. Morin as one of the jam producers in Indonesia see this opportunity by developing a new product package. Recently in early 2013, Morin has just launched a new product package called Morin jam 14gr mini portion pack. By launching this product, Morin plans to target new market segments which is business customer such as hotel. The formulation of an effective marketing mix strategy is necessary to attract the customers to purchase this product.

The purpose of this research is to analyzing the different impact of marketing variables on purchase intention, as well each element includes in the marketing mix, and which marketing mix elements has the greatest impact on customer' purchase intention. The other purpose is to determine the current level of purchase intention towards Morin 14gr mini portion pack. Quantitative research method is used in this research study. The information gathered consist of primary data and secondary data that are collected from interview, questionnaire, internet, magazine and other supporting media. For specific product Morin 14gr mini portion pack, price is the variable that has most influence on consumer purchase intention, following by product, place and promotion has the least impact on purchase intention

*Keywords : Jam Industry, Marketing, Marketing Mix, Purchase Intention*



### **DEDICATION**

I dedicate this thesis for my beloved father, mother, and brother for all their support during the process of making this thesis research



## ACKNOWLEDGEMENT

First I would like to thank to Allah SWT for giving me strength and healthiness to accomplish this thesis research and submit it on schedule. Greatest thank you to my father Iskandar SE, my mother Drg. Nadia Rusanti, and my brother Ryan Rezananda for keep supporting me throughout the process of writing this thesis research.

I would like to acknowledge my advisor Mr. Parhimpunan Simatupang, MBA for his support, tutorial, guidance, and assistance during the whole process of this thesis making. My greatest gratitude also for Mr. Dr.rer.nat Linus Pasasa for the continuous motivation and encouragement to finish this research study.

Thank you to Ms. Jane Sweed, Mr. Michael Earley, and Ms. Nila K Hidayat for the constructive advices.

This thesis would not have been possible without the support and assistance from all my beloved friends. Special thanks to my friends in Swiss German University including Olivia Widjaja, Sabrina, Stephanie Christine, Nadia Nawangsari, Maria Restu Paramita, Szyszy Mulawarman, Valentine Kinanti, Elvira Marsha, Brigitta Christle, Muhammad Ikhsan, Cornelli Calvin, Aktian Widyarizki and Derry Rendra Graha. I offer my regards and blessings to all of you.

I kindly would like to say thank you to my other best friends who have been always there to cheer me up along the way during this thesis making process. My thanks to Gradisny Qaliffa Maraya, Noha Bajamal, Anindhita Prameswari, Sania Almira, Alisia Rininta, Aprita Hartanti, Andra Rachman, Rialisista Ayunanda, Bestari Putri, and Cintantya. Special note of thank to Mr. Hadi Januar and Mr. Andre Sitompul for giving me the chance to conduct a research regarding to Morin jam.

Last but not least, thank you to Muhammad Ikhsan Rizkyanda for supporting me in his own way.

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