

**ANALISIS PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK OLAHAN
AYAM (Studi Pada Warung Apung Rahmawati Gresik)**

*MARKETING MIX ANALYSIS IN PURCHASING DECISION TOWARD CHICKEN PROCESSED PRODUCTS (Case
Study in “Warung Apung Rahmawati Gresik”)*

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ABSTRACT