

Abstract

The dynamics of the increasingly business competition requires the companies including cell phone companies to have some advantages that differentiate its products with the products of other companies that can be used as a competitive advantage for the company. Samsung Electronics makes the marketing mix as tools of competing with other similar companies, in this case Samsung Galaxy S4 mobile products.

The marketing mix consists as four variables that constitute the core of the marketing system, namely: Product, Price, Place, and Promotion. These four variables are controlled and combined with each other by a company that can affect consumers in making purchasing decision process.

The population of this study is the Samsung Galaxy S4 mobile phone users as 100 peoples. The type of research in this study using descriptive and explanatory study. This research approach uses a quantitative approach using data collection tools questionnaire distributed to respondents.

Based on the results of simultaneous hypothesis test (Test F), marketing mix significantly influence the purchase decision process on the phone the Samsung Galaxy S4, this is evidenced by the level of significance of 0.000 (significance level received = 5%). Based on the results of the partial hypothesis test (t test), only the variable Product, Price, and Place which is significantly effect on the purchase decision. While the Promotion of variables does not significantly affect the purchasing decision.

Based on the coefficient of determination is found that the marketing mix variables can explain the buying decision for 0931, or 93.1%, and the remaining 6.9% is influenced by other factors including factors of the characteristics and consumer psychology (cultural, social, personal, and psychological) and the competitor factors that are not included in this research.

Keywords: marketing mix, product, price, place, promotion, purchase decision process