

## **ABSTRACT**

Developments, inventions, and rapid technological change, bring an opportunity and a challenge to the retail industry in Indonesia. Competition becomes tighter than before, it is in line with the data if the profit of Alfamart which is one of the biggest minimarket company in Indonesia is decreasing within the past three quarter in 2014 comparing to 2013. Alfamart has to survive and beat the competitor. This is believed that marketing mix of Alfamart itself must be contributed to the customer purchase decision process.

Quantitative research was used in this study. Three hundred and fifty customer of Alfamart in Bandung are giving their response through forty one questions in questionnaire to represent the other users. The data was analyzed using multiple regression analysis and the sampling technique used is purposive sampling method.

From the results show that the R square in this research is 0.843. It means that 84.3% of purchase decision process are affected by product, price, place, promotion, people, physical evidence and process of marketing mix.

***Keywords: Marketing Mix, Price, Promotion, Physical Evidence, Purchase Decision Process***