

ABSTRACT

Pertamina lubricants as the market leader of Lubricants in Indonesia, has a market share of 55% in the industry lubricants segment, industrial engine oil demand is 25% of the market share, therefore, there needs to be an analysis of factors which can certainly increase the market share of industrial engine oil.

This study aims to determine the effect of the marketing mix strategy, product, price, promotion, place, and service quality on purchasing decisions B2B consumers in West Java. Data analysis methods using Structural Equation Modeling (SEM-PLS) analysis techniques that are processed using SmartPLS with a population of 700, and the number of respondents as many as 288. The results of the study show respondents' ratings of each of the marketing mix variables consisting of product, price, promotion, place, then the variable service quality and Purchase Decision are in the good category.

In accordance with the results of the analysis with the SEM-PLS method shows that each product, price, place and service quality variables have a positive and significant effect on Purchase Decision on B2B Pertamina Lubricants Consumers in West Java. While the promotion variable does not have a significant positive effect on Purchase Decision on B2B Pertamina Lubricants Consumers in West Java. From the results of the determination coefficient of 0.743 shows that together Product, Price, Promotion Place and Service Quality variables have an effect of 74.3% on the Purchase Decision.

Keywords: *Marketing mix, service quality, Customer B2B, Purchase Decision*