

ABSTRACT

Many factors can influence consumer purchasing decisions. If the marketing mix of services is controlled, integrated and developed effectively, it can create interest and influence consumer purchases of the products or services offered. This study aims to determine the effect of marketing mix on online ticket purchase decisions at PT. KAI (Persero) on the Bandung Train Station.

The hypothesis in this research is the marketing mix has a significant effect on purchasing decisions. The object of this research is customers of PT KAI Station Bandung who buy tickets online. Data collection was obtained through distributing questionnaires to 100 respondents. Data analysis in this study uses simple linear regression analysis.

The results of the study stated that there is a significant influence of the marketing mix on online ticket purchase decisions at PT. KAI (Persero) on the Bandung Railway Station that is equal to 46.7%.

Keywords: Marketing Mix, Purchasing Decision, PT. KAI (Persero)