ABSTRACT

Along with the increasing human needs to fulfill their daily lives, it provides potential for business fields for companies that exist today. One of them is the shoe company business. Of course, in facing this competition, companies need to better recognize consumer behavior and know marketing strategies in order to maintain and develop the company.

This study aims to determine the effect of the 4P marketing mix (product, price, place, and promotion) on the decision to purchase Vans shoes in Bandung and how much influence it has partially and simultaneously.

This study uses a quantitative approach with the aim of descriptive and causal research. The sampling technique in this study used non-probability sampling with purposive sampling technique. By using Bernoulli's formula, the number of samples in this study was 100 respondents. The data analysis used is descriptive analysis and multiple linear regression analysis using an application from IBM Software Statistical Program of Social Science (SPSS) version 20 for windows.

Based on the results of the descriptive analysis for the marketing mix variable Vans shoes are in the Good category with an average percentage score of (75.72%) and the purchasing decision variable is in the Very Good category with an average percentage score of (83.65%) . From the results of hypothesis testing, the 4P marketing mix variables (product, price, place, and promotion) simultaneously significantly influence purchasing decisions with a calculated F value > F table (6.396 > 2,467) and a significance of 0.000 < 0.05, this shows that H_5 accepted. Based on the partial hypothesis test, the effect of the product variable has a significant value of 0.004 < 0.05, this indicates that $H_{1\ is}$ accepted, meaning that the product variable has a partial positive effect of 0.286 or 28.6%. At the price variable gain significant value 0.021 <0.05, suggesting that H_2 is received, it means the price variable partial positive effect amounting to 0.234 or 23.4%. At a variable point / distribution gain significant value 0.018 <0.05, it indicates that the H_3 accepted, meaning that the variable place / distribution partially positive effect amounting to 0.194 or 19.4%. Then the promotion

variable obtained a significant value of 0.003 <0.05, this indicates that H_4 is accepted, meaning that the promotion variable has a partial positive effect of 0.294 or 29.4%.

Based on the coefficient of determination ($R^{2)}$obtained amounted to 0.621, which means that the contribution of the independent variable is 4P marketing mix(product,price, place, andpromotion)to the dependent variable purchase decisions of 0.621 or 62.1%, while the remaining 37.9 % is explained by other variables not examined in this study.

Based on calculations from the results of the analysis of respondents' responses to the marketing mix variable, the price dimension that has the lowest percentage is price match with a percentage value of 63.2%. Therefore, the company is expected to be able to carry out pricing strategies such as pricing strategies based on costs, based on needs or based on market competition.

Keywords: Marketing, Marketing Mix, Purchase Decision