

## **ABSTRACT**

*Wood Art is a handicraft item made with the main material of wood which is carved to become useful and high quality items. Marketing mix is one way to influence consumers in making purchasing decisions for a product / service. Therefore, this study aims to determine whether there is an influence between the marketing mix on purchasing decisions for Wood Art Sentra Printing Medan products*

*The method of data collection is done through distributing questionnaires to consumers who have purchased Wood Art Sentra Printing products as many as 100 respondents. The data analysis technique used was descriptive analysis, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis, T test, F test, and coefficient of determination.*

*In this study, the elements of the marketing mix that have a significant influence on purchasing decisions are the people variable with a t-count value of 2.071 and the physical evidence variable with a t-count of 4.121. From this research, the regression model  $Y = 0.434 + 0.105X1 - 0.087X2 - 0.013X3 + 0.163X4 + 0.125X5 + 0.229X6 + 0.390X7$  which means that the value of Purchase Decision at Sentra Printing Medan is without 7 independent variables. The value of 0.434 is divided by 5 items of questionnaire statements regarding Purchase Decisions so that the results are 0.0868. From these results it is concluded that the Purchase Decision at Sentra Printing Medan is 0.0868 if there is no marketing mix variable (Product, Price, Place, Promotion, Process, People, and Physical Evidence). The results of R2 explain that 65.28% of purchasing decisions at Warung Misbar are influenced by the marketing mix, while the remaining 34.72% are influenced by other factors not examined.*

**Keywords: Marketing Mix and Purchase Decision**