

ABSTRACT

According to Hurriyati (2018: 42) states that the marketing mix has the meaning of an internal element that is very important for forming marketing programs. Furthermore, for companies the key to gaining profits is by making the right marketing strategy decisions to increase consumer purchasing decisions. Then according to Kotler and Armstrong (2020: 62) the marketing mix is "a series of marketing tools used by a company to achieve company goals in the target market". According to Kotler & Armstrong (2020), consumers take many actions in making purchasing decisions every day. And each individual will make a choice regarding a brand which will possibly occur in the purchasing process because they like a particular brand. In the decision making process there are things that can be used, namely all customers in studying a product, choosing, using and disposing of a product. This research was carried out with 100 respondents used as research samples. To make it easier for researchers to carry out testing and data processing, researchers use SPSS software. The results of this research show that the Marketing Mix has a positive and significant effect simultaneously on the Purchasing Decision Process.

Keywords: Marketing Mix, Purchase decision