

ABSTRACT

The line with growing in the world that requirement human life progressively the complex. This matter can be seen from desire socialize to ideal new product in fulfilling requirement of its life, which this product can fully equip requirement of its life especially in sector of transportation appliance. Transportation appliance which in this time very role that one of them is vehicle of four wheel with type MPV (Multi Purpose Vehicle), SUV (Sport Utility Vehicle), CITY CAR, SEDAN, and Mini MPV. But from so much type of vehicle of four wheel which available in society of consumer expect one ideal product with requirement of human being itself. On the reason if company wish to hold out and competitive with market which wide progressively and wish to get optimal profit and also production of selling in agree with goals of company hence must be done the matured planning in designing the strategy of marketing mix which appropriate so that can analyze most prima service for its customers, four aspect of fundamental becoming study analyze that is Product, Price, Place, and Promotion. From above description, hence can pulled conclusion that marketing mix have very important role in influencing consumer buy intention. Therefore the writer interested to do research about marketing mix and buy intention, which fulfilling in the form of skripsi with title "Analyze of Marketing Mix Factors which Influencing Consumer in buying Honda Jazz (Case study of User Car of Honda Jazz in University Christian Maranatha, Bandung)". Where target of writer is to know what there are relation between fourth of dimension from Marketing Mix that is product, price, place and Promotion to consumer buy intention in University Christian Maranatha, Bandung.

Research scope limited only in University Christian Maranatha, Bandung. In this research the writer spreading questioner as much 150 sheets. Measurement questioner done by using Likert scale which used to measure of influence, attitude, and also the perception of somebody or people group about buy intention of consumer to car product of Honda Jazz. Data-Processing done by aid program SPSS 12.

In hypothesis examination of significant value of product and price equal to 0,001 and 0,013 meaning H1 accepted because significant value from its value product $\leq 0,05$. So concluded that product and price have influenced to buy intention of consumer.

Based on conclusion for research result analysis, hence better company improve distribution channel and supplying promotion continuously both through of electronic or press media.

Keyword : Marketing Mix, Place, Price, Promotion, Product, Desire to buy

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