

## ABSTRACT

One of the most business activity that increase greatly and dominating in Indonesia at this moment is trading goods from China. This was caused of the low price, and the quality is good enough to fill the needs of Indonesian people that have low income rate. In order to face the world of business that becoming tight, every company have to be able to planned and use business strategy accordingly, especially new company such as Toko Bina Maju Mandiri. The first step that has to be done is *segmenting*, *targeting*, and *positioning* that used in Marketing Mixed strategy which consist of product, price, distribution channel, and promotion. In order to grow consumer's urge to buy, first of all, we have to understands how consumer make decisions. The urge to buy is an impulse which grows inside of someone to buy goods in order to fulfill their needs

This research was made to analyze were the four dimension marketing, which consist of product, price, distribution channel and promotion, influenced towards the consumer's urge to buy. This research was made in Bandung using 100 responden who were consumers of Toko Bina Maju Mandiri and fulfill the criteria to be analyzed. The characteristic that was used was a characteristic which was easy to observe like sex, age, status, employment, and income. the analyze method that was used was simple reggresion analysis and data collection method that was used was survey method.

In this research, the writer were doing reggresion test using SPSS ver. 12.00, where the result of the reggresion test toward the consumer's urge to buy were  $Y = 7,441 + 1,835X_1 + (-3,258X_2)$  which means TOTP dimension, TOTT and TOTPR was denied because  $\alpha > 0,05$ , TOTP = 0,968, TOTT = 0,789 and TOTPR = 0,753, and that means dimension TOTP, TOTT, and TOPR did not influenced the consumer's urge to buy. TOTH dimension was not used because it's not valid and not reliable. Therefor there's only three dimensions from four dimensions which was used and that was product, distribution channel and promotion. And adjusted R square urge to buy = -0,028, which means equals with zero and that means there's no influence. The result of the research explains that Marketing Mixed did not influence the consumer's urge to buy.

Key word: Marketing Mixed, Product, Price, Distribution Channel, Promotion, urge to buy.