ABSTRACT

Competition in business world nowadays is getting tougher thereby forcing companies to pay more attention to business strategies that has been used in order to survive in the competition. Strategies that usually used by the company is marketing mix (especially 4P : Product, Price, Place, Promotion ) endeavored as much as possible in order to create a purchasing decision. The point of this research is to test the influence of marketing mix to buying decision for Toyota Avanza at PT. Auto 2000 Bandung, Soekarno Hatta Branch. Population of this research is people who came to PT. Auto 2000 Bandung, Soekarno Hatta branch, with purposive sampling method. the hypothesis tested using double linear regression. Independent variable in this research are product, price, distribution and promotion. the dependent variable itself is buying decision. The double regression linear result of this research is \[ Y = 0.872 + 0.171x_1 + 0.770x_2 \], so it can be concluded that distribution and promotion had positif influence to buying decision, although product and price wasn't reliable so next research didn't do for those unreliable factor.

Keyword : product, price, place, promotion, 4P, marketing mix, buying decision
ABSTRAK


Populasi dari penelitian ini adalah masyarakat yang datang ke PT. Auto 2000 Bandung cab Soekarno Hatta, dengan sampel penelitian yang menggunakan teknik purposive sampling. Alat statistik yang digunakan untuk menguji hipotesis adalah regresi linier berganda. Variabel independen dalam penelitian ini adalah produk, harga, distribusi, dan promosi, sedangkan variabel dependennya adalah keputusan pembelian. Berdasarkan hasil penelitian yang telah dilakukan oleh penulis maka menghasilkan persamaan regresi linier berganda  \[ Y = 0.872 + 0.171 X_1 + 0.770 X_2, \] sehingga dapat disimpulkan

Kata kunci : produk, harga, distribusi. Promosi, 4P. bauran pemasaran, keputusan pembelian
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