

ABSTRACT

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The development of the technology continues to progress, especially in the field of transport. Taking into account the level of effectiveness and efficiency of the people prefer to use the car as a means of supporting mobility. Automatically this increasing demand and competition with other similar manufacturers.

The purpose of this study was to investigate the influence factors of the marketing mix of product, price, place on purchasing decisions either individually or jointly. The sampling technique was purposive sampling method and sample size used in this study were 100 respondents. Methods of data analysis using multiple linear regression analysis, t-test, F and coefficient of determination.

Based on the data analysis is concluded, the following results: The results of t-test showed that the product, price, place, promotion partially significant effect on purchasing decisions reset. Promotion partially have a big significant on purchasing decisions and the place partially significant negative effect on purchasing decisions. F test results indicate that the product, price, place, promotion jointly significant effect on the purchase decision. The coefficient of determination was 53%, this means purchasing decisions are influenced by factors of product, price, place, promotion. While the balance of 47% is influenced by other factors not participate observed.

Suggestions are given for this research is further research should expand the respondents so that power can be enlarged generalization of research results. Future studies should add variables, because it is possible that the study will include more variables can produce a better conclusion.

Keywords: product, price, place, promotion, purchasing decisions